



FOR IMMEDIATE RELEASE

Rats to rule the streets of CENTRAL in October

Third annual CENTRAL Rat Race 2008 aims to raise funds for mental health

HONG KONG, 25th June 2008 – It's time once again for the annual scurry through the skyscrapers: the CENTRAL Rat Race 2008! At a colourful press conference today, executives from event organiser Hongkong Land revealed the details of a race that has quickly become one of the city's favourite charity events.

The third annual CENTRAL Rat Race 2008 will be held on Sunday, 19th October, and the event aims to raise funds for MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and Mainland China. Last year's event drew nearly 400 executives and raised over HK\$2.23 million.

The CENTRAL Rat Race is a fun, fast-paced relay race covering some 2.5km through the middle of the central business district. Themed on the trials and tribulations of modern corporate life, the Rat Race requires competitors to call on their ambition and skill to navigate the course and finish first. Corporate teams and individuals dressed in business attire and running shoes must race around CENTRAL, passing a briefcase instead of a baton to represent to participants the importance of staying fit and healthy on their way to the top.

The always-popular obstacles placed throughout the course, modelled after executive ordeals such as "Fast Track", "Job Maze" and "Corporate Ladder", include a new twist this year: Leg 4 has been changed from "Watch Your Back" to "Shoe Shining", where participants must buff a giant shoe in order to advance to the next leg.

"We conceived of the idea for the CENTRAL Rat Race as a creative way to make use of Hong Kong's world-class central business district and Hongkong Land's own property portfolio", said Mr Y K Pang, Chief Executive, Hongkong Land. "The convenient concentration of Grade A buildings and interconnecting pedestrian walkways is something that makes doing business in CENTRAL a real pleasure."



Mr Anthony Nightingale, Chairman of MINDSET, said, “We are very pleased that MINDSET has again been selected as the beneficiary of the CENTRAL Rat Race in 2008. This event is great fun for its many participants while at the same time raising funds for those in need, and, importantly, raising the profile of the mental health sector in Hong Kong.”

The Rat Race is open to teams of men and women who are over 18 years of age, of any nationality, and who are legally employed either as full-time or part-time staff by the participating company. A maximum of 50 teams, each comprising eight team members, will be accepted for the event.

In addition to the Rat Race, a senior executive from each participating team is also eligible to take part in the “Big Rat Race”, which covers a shorter route. A maximum of 50 individual contestants can also participate in the “Iron Rat Race”, which covers the entire route.

Each team needs to make a donation of HK\$50,000 to MINDSET for the Rat Race, while an additional HK\$10,000 is required for the Big Rat Race. The minimum donation for entry into the Iron Rat Race is HK\$1,000 per individual. Several fun awards will also be presented, including the “Fat Rat Award”, “Fancy Rat Award”, and “Rat Gang Award”.

The CENTRAL Rat Race 2008 is supported by the Central & Western District Council, South China Morning Post, TVB Pearl, Mannings and Starbucks. Leg partners include Fortis, Hong Kong Exchange, JPMorgan, Linklaters and UBS.

Entry forms can be downloaded from the CENTRAL Rat Race website (<http://www.CENTRALratrace.com>), which also offers full details about the event.

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About Hongkong Land

Hongkong Land is one of Asia's leading property investment, management and development groups. Founded in Hong Kong in 1889, the Group has business interests across the region. Hongkong Land's business is built on partnership, integrity and excellence.

In Hong Kong, the Group owns and manages some five million sq. ft of prime commercial space that defines the heart of the Central Business District. In Singapore, it is helping to create the city-state's new Central Business District with the expansion of its joint venture portfolio of new developments. Hongkong Land's properties in these and other Asian centres are recognised as market leaders and house the world's foremost financial, business and luxury retail names.

Hongkong Land also develops premium residential properties in a number of cities in the region, not least in Singapore where its 77%-owned listed affiliate, MCL Land, is a significant developer.

Hongkong Land Holdings Limited is incorporated in Bermuda. Its primary listing is in London, and its shares are also listed in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

About MINDSET

MINDSET's goal is to make a difference in the area of mental health. It aims to change people's attitudes by raising awareness and understanding of mental health issues, as well as providing direct assistance for individuals, families and organisations in need of help. MINDSET is a registered charity in Hong Kong established in 2002 by the Jardine Matheson Group and led by the Jardine Ambassadors, a group of young executive volunteers from Jardines.

MINDSET's current initiatives are focused on the following areas:

- Education and Prevention – to raise awareness of mental health issues among young people through the in-school 'Health in Mind' programme, co-organised with the Hospital Authority since 2002. The programme has reached over 32,000 students, teachers and parents, and currently covers ten secondary schools;

- Re-integration – to support effective re-integration services to mental health hospitals/agencies through patient support activities and the promotion of a job training programme for rehabilitated people within Jardine Matheson Group companies;
- Financial Support – to fund direct support services for the mentally ill, their carers and their families; examples include donations to four NGOs for expanding and enhancing their services provided under the Community Mental Health Link programme; and support for a post-disaster counseling and training programme for mainland Chinese professionals in the aftermath of the Sichuan earthquake to respond to the psycho-social needs of the survivors;
- Community Awareness – to undertake a range of initiatives that enhance community awareness of mental health related issues.

Beneficiaries of MINDSET include:

- Baptist Oi Kwan Social Service
- Boys' and Girls' Clubs Association of Hong Kong
- Caritas Jockey Club Lai King Rehabilitation Centre
- Castle Peak Hospital
- Christian Family Service Centre
- Christian Oi Hip Fellowship Ltd
- Fu Hong Society (through Operation Santa Claus)
- Guangdong YangAi Special Children Parent Club
- Heep Hong Society
- Hong Chi Association
- Hong Kong Children and Youth Services
- Hong Kong Down Syndrome Association (through Operation Santa Claus)
- Hong Kong Family Welfare Society
- Hong Kong Special Olympics
- Hospital Authority
- Kwai Chung Hospital
- New Life Psychiatric Rehabilitation Association
- Richmond Fellowship of Hong Kong
- St. James' Settlement
- The Community Chest of Hong Kong (funds designated to mental health area)
- The Mental Health Association of Hong Kong
- The Phoenix Clubhouse

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- The Salvation Army
- World Federation of Mental Health



Photo caption:

From left to right: Mr Rat, Representative of Fu Hong Society, Mr Neil McNamara, Governor and Steering Committee Member of MINDSET, Representative of New Life Psychiatric Rehabilitation Association, Ms Christine Fang, JP, Chief Executive of the Hong Kong Council of Social Service, Mr Y K Pang, JP, Chief Executive of Hongkong Land, Mr Anthony Nightingale, SBS, JP, Chairman of MINDSET, Mr Chan Tak-chor, BBS, MH, JP, Chairman of the Central & Western District Council and Mr Raymond Chow, Executive Director of Hongkong Land, officiated the “CENTRAL Rat Race 2008” kick-off ceremony.