



FOR IMMEDIATE RELEASE

CENTRAL Rat Race 2009 Electrifies Hong Kong
More than 500 Participants Charge Ahead at the Heart of the City
Raises HK\$1.33 Million for MINDSET

*4th Annual Charitable Event Dramatises Economic Challenges and
Celebrates City's Resilient Spirit with an All-new Presentation*

HONG KONG, 11th October 2009 – The fourth annual CENTRAL Rat Race electrified the Central Business District today as District Council members, executives, TV artists, university students and families overcame a fun-filled obstacle course, bringing cheers and optimism to the people of Hong Kong. With a record-breaking number of more than 500 participants and 55 teams, the city's signature charity race put on display the city's resilient spirit and showed the world that the businesses and people of Hong Kong are ready to charge ahead for a speedy economic recovery.

The event was officiated by Mrs Lam Cheng Yuet Ngor, Carrie, JP, Secretary for Development, Development Bureau; Mrs Yau Tsang Ka Lai, Carrie, JP, Permanent Secretary for Home Affairs, Home Affairs Bureau; Mr Chan Chit-kwai, Stephen, JP, Vice-chairman of Central & Western District Council; Mr Anthony Nightingale, SBS, JP, Chairman of MINDSET; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; and Mr Raymond Chow, Executive Director of Hongkong Land.

The CENTRAL Rat Race raised HK\$1.33 Million for MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and mainland China.

The Pizza Hut team took home this year's Rat Race Cup while Mr Craig Shute from CB Richard Ellis won the Big Rat Cup for being the fastest senior executive. A family challenge was introduced this year with the Morgan family, Gavin (father) and Guy (son), winning the first ever Junior Rat Cup. The Iron Rat Race has also been revamped to become a two-person team race, which was won by Mr Piers Brunner and Mr Piers Nickalls from Colliers International.

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“Global business conditions over the past year have been tough and Hong Kong has had its share of challenges. This is why we worked extra hard to make sure this year’s CENTRAL Rat Race gives everyone in the city not only a fun and exciting event, but also something that symbolises and invigorates our resilient spirit,” said Mr Y K Pang, Chief Executive of Hongkong Land.

“MINDSET is deeply grateful to have a fourth consecutive year of support from the CENTRAL Rat Race. The issue of mental health has never been more important as many of us have had to deal with extraordinary emotional stress in family life and in the workplace due to the challenging economic conditions of this past year. So the inclusion of families and the emphasis on teamwork in today’s Race are particularly relevant. Each and every participant deserves our heartiest thanks for helping raise funds for and awareness of mental health in such a fun and energetic manner today,” said Mr Anthony Nightingale, Chairman of MINDSET.

The CENTRAL Rat Race is a 2.5km relay race that features runners in creative costumes or business attire passing off briefcases as batons as they hurry through some of the most prominent prime commercial buildings and interconnecting walkways in the Central Business District. To dramatise the economic turmoil set off by last year’s financial crisis, this year’s race adopted an all-new presentation as a path of trial-to-triumph. Starting the race wearing foggy glasses, participants had to tackle obstacles and challenges that thematise bankruptcy, demotion and job search. The situation improved as participants “picked up the pieces” by grabbing four chunks of colourful cheese and their career took off again as they flew across the finish line lugging an inflatable aeroplane.

Participants in today’s event were cheered on by friends and family, as well as a large crowd of spectators drawn by the outrageous costumes of the participants, the festive tunes played by the Hong Kong Police Band, the amusing antics of clowns and the delightful movements of dancers, not to mention face-painting for kids. All these contributed to the carnival atmosphere that filled the streets.

Other awards that were handed out this year include the Top Five Speedy Rats Award, which went to Pizza Hut, CB Richard Ellis, Hong Kong Exchanges and Clearing Limited, Jardine OneSolution and The Dairy Farm Co. Ltd. The Best Team Spirit Award went to Fitness First. The Best Dressed Rat Team Award for the team with the best costume went to CITI, while Mr Gavin Morgan from Jones Lang LaSalle won the Fancy Rat Award for the individual participant with the best costume. The child with the best costume was won by Ms Elena Yiu Vermeer for the Best Dressed Junior Rat Award. The winner of the Best Dressed NGO

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Cheering Team Award was won by The Boys' and Girls' Clubs Association of Hong Kong. Gammom Construction Limited took home the Fat Rat Award for raising the most funds while Ms Jeans Mok from Aedas Limited was awarded the Rat Leader Award for being the best team captain.

In order to participate in the CENTRAL Rat Race, teams or individuals had to raise a minimum amount in donation that was set for the specific event in which they compete. The required amounts are: HK\$20,000 per team for the Rat Race; HK\$10,000 per person for the Big Rat Race; HK\$2,000 per team for the Iron Rat Race; and HK\$500 per team for the Junior Rat Race.

The CENTRAL Rat Race 2009 is supported by Central and Western District Council, South China Morning Post, TVB Pearl, Mannings, Starbucks and ThreeSixty. Leg partners included Central Development Limited, Hong Kong Exchange, J.P. Morgan, JSM and UBS.

For more details, visit www.CENTRALratrace.com.

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Photo 1 – CENTRAL Rat Race's opening ceremony was officiated by (from left to right): Mr Rat, Mr Chan Chit-kwai, Stephen, JP, Vice-chairman of Central & Western District Council; Mrs Yau Tsang Ka-lai, Carrie, JP, Permanent Secretary for Home Affairs, Home Affairs Bureau; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; Mrs Lam Cheng Yuet-ngor, Carrie, JP, Secretary for Development, Development Bureau; Mr Anthony

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Nightingale, SBS, JP, Chairman of MINDSET; and Mr Raymond Chow, Executive Director of Hongkong Land.



Photo 2 – As CENTRAL Rat Race 2009 officially starts, runners take off in no time!



Photo 3 & 4: “Rat Race” runners finished the race by taking off on an “aeroplane” together and flying high!

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Photo 5 & 6 – The “little rats” in the all new Junior Rat Race join forces with “adult rats” to be the first to finish the race.



Photo 7: CENTRAL Rat Race 2008 successfully raised HK\$1.33 million for MINDSET. Mr Y K Pang (left), Chief Executive of Hongkong Land, presented the cheque to Mr Anthony Nightingale (right), Chairman of MINDSET.



Photo 8: The Pizza Hut team was the first to rush past the CENTRAL Rat Race 2009 finish line and clinched the coveted Rat Race Cup.

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Photo 9: The winner of the Best Dressed NGO Cheering Team Award was won by The Boys' and Girls' Clubs Association of Hong Kong.

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 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 by the Jardine Matheson Group in 2002 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 38,000 students, teachers and parents, and currently covers fourteen secondary schools;
- **Reintegration** – to support effective reintegration services to mental health hospitals and agencies through patient support activities, together with 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 school children in Sichuan through counselling work provided by the Hong Kong Polytechnic University following last year's earthquake ;
- **Community Awareness** – to undertake a range of initiatives that enhance community awareness of mental health related issues.

Beneficiaries of volunteer work and financial support provided by MINDSET include a range of NGOs and Government agencies that are active in the mental health sector.

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