

FOR IMMEDIATE RELEASE

Get Ready for the CENTRAL Rat Race 2011!

Hongkong Land announces signature charity event will be held on 16th October 2011

HONG KONG, 13th June 2011 – Grab your briefcase and your trainers – it’s time to join the Rat Race! Hongkong Land today announced during a press conference that the CENTRAL Rat Race 2011 will be held on Sunday, 16th October, when the streets of Hong Kong will once again come alive with hundreds of executive teams scurrying their way to corporate glory.

One year after the birthday party-themed 5th anniversary event, the CENTRAL Rat Race returns to its classic theme of the trials and tribulations of corporate life. Teams of executives dressed in business attire and running shoes will navigate eight different obstacles while passing a briefcase amongst each other as they race their way to the finish line. Held in the heart of Hong Kong’s CBD, the race course also makes good use of CENTRAL’s Grade A office space and interconnecting pedestrian walkways to highlight its value as a global business, finance and lifestyle hub.

CENTRAL Rat Race always introduces new twists, and this year is no different. Hongkong Land has devised a few new challenges such as the one that can be found at Leg 3 – Corporate Ladder, where teammates must first find a bomb-deactivating card before using it to defuse the potentially explosive situation waiting just around the corner at Leg 4 – Managing the Crisis. On Leg 6 participants must survive “Executive Training Boot Camp”, while at the final leg participants have to work together to carry the giant cheese they have found across the finish line. Children will also have the chance to take part in the Junior Rat Race, where they must complete a giant cheesecake for a chance to win.

This will be the sixth consecutive year the CENTRAL Rat Race has supported MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and mainland China.

Speaking at today’s launch press conference, Mr Y K Pang, Chief Executive of Hongkong Land, said, “The CENTRAL Rat Race has become such a special event for all of us at Hongkong Land because it touches the city and its people in so many important ways. It showcases Hong Kong as a global business capital and conveys the importance of work-life

balance. And it brings people together to raise funds for MINDSET. It's been an honour and a pleasure to organise the CENTRAL Rat Race for the past five years, and we're looking forward to doing it again in 2011!"

Mr Neil McNamara, Governor of MINDSET, said, "This is one of Hong Kong's signature charity events, and we are grateful to all those who help make the CENTRAL Rat Race a success each year, including the participants, the sponsors and of course the organiser, Hongkong Land. With the contribution we receive from the Rat Race, MINDSET is able to make an even more meaningful contribution to the mental health sector in Hong Kong."

This year's event will comprise three main categories: the Rat Race, Big Rat Race and Junior Rat Race. Awards will also be up for grabs in several other categories, including the "Best Dressed Rat Team Award", the "Top Five Speedy Rats Award" and the "Fat Rat Award", or the team that raises the most funds.

To register for the Rat Race, teams of eight must contribute a minimum donation amount of HK\$50,000. The maximum number of participating teams is 60, enrolled on a first-come-first-served basis. The Big Rat Race is open to a limited number of senior executives for a minimum donation of HK\$10,000 each; interested parties are encouraged to enrol quickly. For the Junior Rat Race, any child aged 5 to 8 years old is eligible to compete for a minimum donation amount of HK\$500. The maximum number of participants is 21.

As part of this year's Rat Race programme, Hongkong Land will host a Photo Exhibition and a Photo Booth at The Rotunda of One Exchange Square until 24th June 2011, featuring an unparalleled compilation of photos and videos from the past five years as well as information on the Race and MINDSET. People can also take a photo with Mr Rat and send out an instant photo via email.

The CENTRAL Rat Race 2011 is supported by the Central and Western District Council, Central Development Limited, South China Morning Post, TVB Pearl, Hong Kong Exchanges & Clearing Limited, Hong Kong General Chamber of Commerce, J.P. Morgan, KPMG, Mayer Brown JSM, Mannings, Maxim's Group, Pizza Hut, Starbucks and ThreeSixty.

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 interests across the region. Hongkong Land's business is built on partnership, integrity and excellence.

In Hong Kong, the Group owns and manages some 450,000 sq. m. (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 subsidiary, MCL Land, is a significant developer.

Hongkong Land Holdings Limited is incorporated in Bermuda. It has a premium listing on the London Stock Exchange, and secondary listings 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 60,000 students, teachers and parents, and currently covers 22 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 the setting up of the Integrated Child and Adolescent Mental Health Centre of the Tuen Mun Hospital; support for school children in Sichuan through counselling work provided by the Hong Kong Polytechnic University following the 2008 earthquake; and the setting up of a home for people with chronic mental illness called MINDSET Place to assist long-stay residents in reintegrating into society;
- **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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Photo caption:

One year after the birthday party-themed 5th anniversary event, the CENTRAL Rat Race returns to its classic theme of the trials and tribulations of corporate life, with new challenges and obstacles along the 2.5km course for participants to navigate. Officiating the CENTRAL Rat Race 2011's kick-off ceremony were (from left to right): Mr Neil McNamara, Governor of MINDSET; The Hon James To Kun-sun, Member of the Legislative Council; Ms Christine Fang, Chief Executive of the Hong Kong Council of Social Service; Mr Rat; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; The Hon Tanya Chan, Member of the Legislative Council; Mr C L Ho, Assistant General Manager of Central Development Limited; and Mr Daniel Kwok, Chairman of CENTRAL Rat Race Committee.



Photo caption:

A CENTRAL Rat Race Photo Exhibition is being held at The Rotunda of One Exchange Square until 24th June 2011. Mr Rat took a picture at the Photo Booth with the “bomb” and a “bomb-defusing card” which would be carried by participants at Leg 4 – “Managing the Crisis” on 16th October 2011!