



FOR IMMEDIATE RELEASE

Hong Kong Celebrates Another Successful CENTRAL Rat Race

Over 450 participants raise HK\$2.62 million for mental health charity MINDSET

HONG KONG, 16th October 2011 – Hong Kong’s CBD was once again turned into a carnival of fleet-footed executives, creatively costumed teams and cheering spectators as the 6th annual CENTRAL Rat Race got underway on Chater Road this morning. By the time the final runners crossed the finish line, the event had raised a record-breaking HK\$2.62 million for beneficiary MINDSET – which provides support to mental health organisations and projects in Hong Kong and mainland China – and saw participation from over 450 individuals.

The CB Richard Ellis Limited team took home this year’s “Rat Race Cup”, while Mr Craig Shute from CB Richard Ellis Limited won the “Big Rat Cup” for being the fastest senior executive. The “Junior Rat Cup” went to Stephanie Tsang for being the fastest. A new race introduced this year, the “NGO Rat Cup”, which pits pairs of representatives from local NGOs, was won by New Life Psychiatric Rehabilitation Association.

“Support from the local community is crucial to the success of this event and our fundraising efforts for MINDSET, and I’m delighted to see that so many people have come once again,” said Mr Y K Pang, Chief Executive of Hongkong Land. “This year we had a fantastic turnout which underscores the fact that the CENTRAL Rat Race remains one of Hong Kong’s signature charity events.”

Mr Anthony Nightingale, Chairman of MINDSET, added, “This is the 6th year that MINDSET has been the beneficiary of the CENTRAL Rat Race, and we couldn’t be more grateful for the support provided by Hongkong Land and the local business community each year. Too often in an executive’s life, mental and physical health are overlooked at the expense of work. This event is a fun and effective way to raise awareness of how important mental health is and maintaining good work-life balance.”

The CENTRAL Rat Race is an annual charity event organised by Hongkong Land that is based on the trials and tribulations of corporate life. The event returned to its original theme following the 5th anniversary Race held in 2010, which was modelled after a birthday party. During the contest, runners in creative costumes or business attire pass briefcases as batons while navigating a 2.5km course, which is plotted through CENTRAL’s Grade A commercial



buildings and interconnecting pedestrian walkways to highlight its convenience and efficiency as a world-class business centre.

True to its inspiration, the course is broken down into eight legs themed on corporate life, each of which must be conquered by a member of an eight-person team. Popular legs such as “Job Maze”, “Corporate Ladder” and “Executive Training Boot Camp” with its exciting zip line returned this year, but teams also had to face new challenges: for example, participants for Leg 3 had to find a bomb-deactivating card to tackle “Managing the Crisis” at Leg 4, where a “bomb” lay waiting to be deactivated.

Several other awards were handed out once all the Rats had crossed the finish line. The “Top Five Speedy Rats Award” went to CB Richard Ellis Limited, Pizza Hut Hong Kong Management Limited, Hong Kong Exchanges and Clearing Limited, The Dairy Farm Company Limited and Jardine OneSolution (HK) Limited. Gammon Construction Limited received the “Fat Rat Award” for raising the most funds, and Mr Wesley Wong Tse-kwun from Bank Sarasin & Cie AG, Hong Kong Branch was named the winner of the “Rat Leader Award” for being the best captain. The “Best Team Spirit Award” also went to Bank Sarasin & Cie AG, Hong Kong Branch.

Aedas Limited won the “Best Dressed Rat Team Award” for the team with the best costume, while Mr David Alexander McKellar of Mayer Brown JSM won the “Fancy Rat Award” for the best-costumed individual. Justin Wong Chun-hei took home the “Best Dressed Junior Rat Award”, while the winner of the “Best Dressed NGO Cheering Team Award” was New Life Psychiatric Rehabilitation Association.

In order to participate in the CENTRAL Rat Race, teams or individuals had to raise the minimum amount specified for their particular event in donations: HK\$50,000 per team for the Rat Race; HK\$10,000 per person for the Big Rat Race; and HK\$500 per team for the Junior Rat Race.

The CENTRAL Rat Race 2011 was officiated by Mr Raymond Young Lap-moon, JP, Permanent Secretary for Home Affairs; Dr Leung Pak-yin, Chief Executive of Hospital Authority; 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 2011 is supported by the Central and Western District Council, Central Development Limited, South China Morning Post, TVB Pearl, Metro Broadcast Corporation Limited, 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.

Event photos will be available for download under "Photo Gallery" section of the official website (www.CENTRALratrace.com) after 6pm on 16th October 2011.

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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, 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, principally in China and 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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On Mental Health from the Airline Ambassadors
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Photo 1 - The CENTRAL Rat Race 2011 attracted over 450 participants, including executives, children, university students and NGO representatives. The opening ceremony was officiated by (from Left 6) Mr Raymond Chow, Executive Director of Hongkong Land; Mr Raymond Young Lap-moon, JP, Permanent Secretary for Home Affairs; Mr Anthony Nightingale, SBS, JP, Chairman of MINDSET; Dr Leung Pak-yin, Chief Executive of Hospital Authority; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; and Mr Rat.

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Photo 2 - Participants in the CENTRAL Rat Race begin their dash down Chater Road as the 2011 event gets underway.



Photo 3 - The CENTRAL Rat Race 2011 raised a record-breaking HK\$2.62 million for MINDSET, a registered charity that supports mental health organisations and projects in Hong Kong and mainland China. (From left) Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land, presents the cheque to Mr Anthony Nightingale, SBS, JP, Chairman of MINDSET, as Mr Rat looks.



Photo 4 – LegCo members and friends from media form a team to join the Rat Race.
(Front row from left) Hon James To Kun-sun; Hon Lee Wing-tat and Hon Paul Chan Mo-po,
MH, JP.



Photo 5 – Participant crosses the finish line to claim the Big Rat Cup for the fastest single executive.



Photo 6 – The ever-more-popular Junior Rat Race sends kids scurrying around CENTRAL in search of cheese.



Photo 7 – The NGO Rat Race teams gear up for the first-ever race!



Photo 8 – New Life Psychiatric Rehabilitation Association wins this year's Best Dressed NGO Cheering Team Award and the first-ever NGO Rat Cup!



Photo 9 – Stephanie Tsang takes home the prize for the popular, children-oriented Junior Rat Cup!



Photo 10 - The CB Richard Ellis Limited team once again won the Rat Race Cup for being the fastest pack of rats this year!