

FOR IMMEDIATE RELEASE

New challenges for the CENTRAL Rat Race 2012!

Hongkong Land announces the annual charity race will be held on 14th October 2012

HONG KONG, 19th June 2012 – Smile and say “cheese”, because the organiser of Hong Kong’s favourite charity event today launched the 2012 edition of the CENTRAL Rat Race ... a twisting, turning, obstacle-filled extravaganza that pits highly competitive corporate executives against one another in a bid to find out who is the fastest rat of all!

Hongkong Land announced that the CENTRAL Rat Race will be held on Sunday, 14th October 2012, when executive teams will run through the streets, prime office buildings and pedestrian walkways of one of the world’s most famous business, finance and lifestyle hubs. Themed on corporate life, the CENTRAL Rat Race requires each team, dressed in running shoes and creative costumes, to complete eight different obstacles while passing a briefcase relay-style as they dash to the finish.

The organiser also announced new challenges to keep dedicated Rat Racers on their toes. This year, the Race’s eight legs have been designed to test runners’ skills more than ever before.

For instance, “Top of the Class” on Leg 3 requires a clear mind as entrants climb up the escalators inside Prince’s Building and Alexandra House, solve a puzzle at the Landmark Atrium before changing legs. For “Breaking Out” on Leg 4, runners help unleash their teammate’s potential by sprinting through the Landmark Atrium, then returning to Alexandra House before finding a key and unlocking a chain on Leg 5 participants at Chater House. For “Rat ‘n’ Roll” on Leg 6, participants run from The Rotunda at One Exchange Square to Jardine House and roll inside a giant hamster wheel, while “The Rat Crawl” on Leg 7 makes runners navigate a giant “web” while holding on to a newspaper and a coffee mug.

Funds raised by the CENTRAL Rat Race will benefit MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and mainland China.

Mr Y K Pang, Chief Executive of Hongkong Land, said, “CENTRAL Rat Race is one of Hong Kong’s favourite and most important charity events. This year we are introducing exciting new challenges that emphasise physical and mental health because work-life balance is so important in a fast-paced city like ours. The course will also take a slightly different

route, bypassing The Forum, which is being redeveloped into a glamorous new business icon for Hong Kong's CBD, and it will continue to utilise the incredible Grade A space and interconnectivity of CENTRAL, showing why it is one of the world's top business hubs. We are sure that competitors old and new will appreciate this exciting new course."

Mr Ben Keswick, Chairman of MINDSET, said, "We are delighted and honoured that the CENTRAL Rat Race has once again chosen MINDSET as its beneficiary. Mental health is such an important part of our lives, for people from all walks of life, and this is an excellent platform to raise awareness about issues that affect us every day. The CENTRAL Rat Race has also helped raise millions in support of MINDSET's projects in the region for seven consecutive years, and we are very grateful to its organiser, sponsors, partners and participants."

This year's event will comprise four main categories: the Rat Race, Big Rat Race, NGO Rat Race and Junior Rat Race. Awards will also be given 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. The NGO Rat Race, introduced in 2011, requires teams of two representatives from each NGO. 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 CENTRAL Rat Race 2012 is supported by the Central and Western District Council, Central Development Limited, South China Morning Post, TVB Pearl, Hong Kong Exchanges & Clearing Limited, J.P. Morgan, KPMG, Mayer Brown JSM, Wise Kids, Mannings, Maxim's Group, Pizza Hut, Starbucks and ThreeSixty.

Entry forms can be downloaded from the CENTRAL Rat Race website (<http://www.CENTRALratriace.com>), which also offers full details about the event. Please also visit the Race's Facebook page (<http://www.facebook.com/CENTRALratriace>).

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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 has been instrumental in the creation of the city-state's new Central Business District at Marina Bay 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 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 63,000 students, teachers and parents, and currently covers 21 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:

The trials and tribulations of corporate life is the theme for the popular CENTRAL Rat Race, which will be held on Sunday, 14th October 2012. This year's Race has been designed to test runners' skills more than ever before. Officiating at the CENTRAL Rat Race 2012 kick-off ceremony were (from left to right): Mr Rat; Mr Neil McNamara, Governor of MINDSET; Mr Stephen Chan Chit-kwai, JP, Chairman of Culture, Leisure & Social Affairs Committee, Central & Western District Council; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; Mr Ben Keswick, Chairman of MINDSET; Mr C L Ho, Assistant General Manager of Central Development Limited; and Mr Raymond Chow, Executive Director of Hongkong Land.



Photo Caption:

Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land tries to collect cheese with a fishing rod while wearing a “key and chain”, two of the new challenges on Legs 4 and 5 of this year's CENTRAL Rat Race.



Photo Caption:

Mr Rat is happy to reveal that the CENTRAL Rat Race will be held on Sunday, 14th October, on Chater Road.