



FOR IMMEDIATE RELEASE

The CENTRAL Rat Race Turns 5!

Hongkong Land celebrates popular charity event with a new birthday party theme

HONG KONG, 17th May 2010 – Nothing holds a candle to the CENTRAL Rat Race for sheer fun and excitement in Hong Kong’s business district – and that will almost literally be the case when runners hit the streets for the 2010 edition. Hongkong Land today announced that because 2010 marks the Race’s 5th anniversary, the organisers are giving the popular charity event a twist by turning it into a milestone birthday party celebration, replete with candles, cakes, birthday gifts and a whole new line-up of challenging obstacles.

The CENTRAL Rat Race 2010 will be held on Sunday, 24th October 2010. Proceeds will be donated to MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and mainland China.

The basic format for the CENTRAL Rat Race remains the same as in previous years. Participants dressed in business suits or creative costume must complete a relay over a course of approximately 2.5km, passing a baton between one another in a dash for the finish line as they weave in and out of CENTRAL’s Grade A buildings and interconnecting walkways.

True to the new birthday party theme, however, the baton has been turned into a birthday candle rather than a briefcase as in years past. Also, each leg represents a different stage of getting ready for a birthday party. To win the “Rat Race Cup”, teams once again must complete eight legs, which this year include all-new tasks such as “Gift of the Grab”, where participants have to pick up a “birthday gift” as they run through the “Gift Shop”; “Wrapper’s Delight”, where participants work together to put the “gift” into a gift bag; and “Cake Run”, where participants put the “candle” on a “birthday cake” and carry the cake together with team member to the finish line.

Mr Y K Pang, Chief Executive of Hongkong Land, said, “This city is in higher spirits today given its ability to overcome the challenges of 2009. This time around, we have two things to celebrate: our resilience as a city, and our generosity of spirit to continue



helping those who need it. Making the Race a 5th anniversary celebration is the perfect way to do it, and Hongkong Land is delighted to be able to host the ‘party’ once again at our portfolio of buildings in CENTRAL.”

The CENTRAL Rat Race has undergone various race additions and expansions since its first year in 2006. This year it will consist of three main categories: the Rat Race, Big Rat Race and Junior Rat Race, which was introduced in 2009 and proved highly popular among families. In addition to the race winners, awards will also be given for several other categories, including the “Best Dressed Team”, the “Top Five Speedy Rats” and the “Fat Rat Team” who raised the most funds.

Mr Anthony Nightingale, Chairman of MINDSET, said, “We would like to thank Hongkong Land for again making MINDSET the beneficiary of the CENTRAL Rat Race. The 5th anniversary year is a big milestone for the Race, and we are grateful for its continued support – as well as the support of all the people and businesses who participate. It helps make a difference for the mental health sector.”

Since the Race’s first year in 2006 it has raised over HK\$8 million to support the work of MINDSET and has attracted the participation of over 1,600 executives.

To register for the Rat Race, teams of eight must raise 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 and his/ her parent or guardian aged 18 or above are eligible to compete for a minimum donation amount of HK\$500. The maximum number of participating teams is 20.

The CENTRAL Rat Race 2010 is supported by the Central and Western District Council, Central Development Limited, South China Morning Post, TVB Pearl, Hong Kong Exchange, J.P. Morgan, Mayer Brown JSM, UBS, Wise Kids, Mannings, 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 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 share listing is in London, with 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 50,000 students, teachers and parents, and currently covers 23 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; 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.

For more information, please contact:

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Photo caption:

CENTRAL Rat Race is celebrating its 5th anniversary and Hongkong Land is giving it a twist by turning this popular charity event into a birthday party. Officiating the CENTRAL Rat Race 2010's kick-off ceremony were (from left to right): Mr Neil McNamara, Governor and Steering Committee Member of MINDSET; Mr Chan Chit-kwai, Stephen, JP, Vice Chairman of the Central & Western District Council; Mr Anthony Nightingale, SBS, JP, Chairman of MINDSET; Mr Rat, Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; Mr Chan Tak-chor, BBS, MH, JP, Chairman of the Central & Western District Council; Mr C L Ho, Assistant General Manager of Central Development Limited; and Mr Raymond Chow, Executive Director of Hongkong Land.



Photo caption:

The Guests of Honour and representatives of CENTRAL Rat Race 2010's partners and sponsors shared the joy of the kick-off ceremony with Mr Rat.

From left to right (first row): Mr Earl Lui, Brand Marketing Manager of South China Morning Post; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; Mr Raymond Chow, Executive Director of Hongkong Land; and Mr Jeff See, Chief Operating Officer of UBS AG, Hong Kong.

From left to right (second row): Ms Amy Chan, Administration Manager of Wise Kids; Mr Neil McNamara, Governor and Steering Committee Member of MINDSET; Mr Chan Chit-kwai, Stephen, JP, Vice Chairman of the Central & Western District Council; Mr Anthony Nightingale, SBS, JP, Chairman of MINDSET; Mr Rat; Mr Chan Tak-chor, BBS, MH, JP, Chairman of the Central & Western District Council; Mr C L Ho, Assistant General Manager of Central Development Limited; Mr Michael Fung, Chief Executive of J.P. Morgan, Hong Kong; Ms Jennifer Milford, Regional Chief Operating Officer, Asia of Mayer Brown JSM; and Ms Brenda Yen, Head of Human Resources, Hong Kong Exchange.