

For immediate release

**The Peak Galleria and Messy Desk Bring an Exciting New
Festive Perspective in Hong Kong with Easter Hunter**

(Hong Kong, 27 March, 2015) With Easter just a bounce around the corner, The Peak Galleria together with renowned local illustrator Messy Desk are proud to showcase Easter Hunter to celebrate the holiday that will put a spring in your step! The Peak Galleria will display 2D and 3D illustrated decorations with Hong Kong's most famous architectural landmarks as well as 3D Easter bunnies with unique styles to bring an extra element of excitement and surprise!

From today through April 19, the holiday will be brought to life for customers of The Peak Galleria, who are led to appreciate the local arts and culture of Hong Kong, all the while guided by the most chic-looking, fashionable 3D Easter bunnies. In a change from the characteristic Messy Desk style of Euro-graffiti-style arts, the inspiration for Easter Hunter is found in iconic landmarks, from the Hong Kong Convention and Exhibition Centre to the famous Clock Tower that bustle across the world's most recognized harbor will be brought to life from a fresh, imaginative and wildly innovative perspective. Customers spending HK\$300 or more in a single transaction and scan the QR codes on Easter bunnies at different shops at The Peak Galleria can redeem one limited edition The Peak Galleria x Messy Desk folding umbrella. The offer is limited and is available on a first-come-first-served basis and while stocks last. Please refer to the appendix for other event details.

Adding joy upon joy to visitors' experience, Messy Desk has created the most adorable bunnies and given them their own individual styles to bring these unique characters to life. Customers can meet Star Cloud Bunny, Cloud Bus Bunny, Rocket Bunny, Lightning Cloud Bunny and Lightning Bunny and their other friends as they enjoy their day at one of Hong Kong's best loved shopping and dining destinations.

Messy Desk (Jane Lee) is a young and energetic local illustrator. It is the multicolored, detailed and joyous style of her works that brings us hope and makes her popular. Messy Desk has been the recipient of many awards since she made her debut. Her artworks have not only been exhibited in Hong Kong, but also in Europe. Hang Lung has invited Messy Desk to design the first ever giant illustrated decorations for big shopping malls at The Peak Galleria and Kornhill Plaza to celebrate an amazing Easter with all of our customers.

About The Peak Galleria

The Peak Galleria, a shopping and dining complex of Hang Lung Properties, is a major Hong Kong tourist landmark famous for its Art Deco architecture. The Peak Galleria is dedicated to promoting Hong Kong's unique culture and organizing a wide range of activities. The complex not only features a full array of local specialty stores and restaurants, such as Trick Eye Museum Hong Kong, Hong Kong Trams Station, G.O.D. and Sweet Dynasty, among others, but also a host of environmentally friendly facilities. Its Observation Deck at Green Terrace on L3, offering the stunning panoramic view of Victoria Harbor and the Pok Fu Lam Reservoir, is a must-visit place for visitors. The educational Eco Discovery tour held by the mall welcomes the participation of schools and other organizations.

Please visit:

The Peak Galleria's website (<http://www.thepeakgalleria.com>)

Facebook (<http://www.facebook.com/PeakGalleria>)

Sina Weibo (<http://e.weibo.com/thepeakgalleria>)

Instagram (<http://instagram.com/thepeakgalleria>)

About Hang Lung Properties

Hang Lung Properties Limited, a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong is a leading real estate developer in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, building, owning and managing world-class commercial complexes in key cities, projects that have earned international acclaim for their exceptional quality of architectural design, services and sustainable features.

Riding on the immense success of its two landmark properties in Shanghai, Plaza 66 and Grand Gateway 66, the Company's footprint has expanded to Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the "66" brand. Subsequent to the grand openings of Parc 66 in Jinan, Palace 66 and Forum 66 in Shenyang, as well as Center 66 in Wuxi over the past few years, Riverside 66, another world-class investment property in Tianjin, also comes into operation on September 26, 2014. As Hang Lung's business continues to grow, the Company is set to develop into the most admired mega national commercial property enterprise in the market.

About Messy Desk

Born in Hong Kong in 1989, Jane, Lee Mei Yan is an illustrator and designer based in Hong Kong. She is also the founder of My Jane Studio. Her artwork is never short of fun, delicate details, optimism and hope. She has painted and designed for a number of local and international organizations including RTHK, the Buildings Department, The Hong Kong Electric Company Ltd., The Hong Kong Academy for Performing Arts, NEWAY, The Link, CROCODILE, Jetstar, Air France, among others. In 2006, Messy Desk designed posters for the renowned UK poster design giant GB eye Ltd., and she began to expand into the European markets since then. Her artworks have been nominated in New Design Show Off 2012 and were well reported by Italian magazine Ottagono. In 2009, she was also invited by Na Edition to participate in their exhibition in Angoulême, France. She was also awarded with the new talent prize at Angoulême International Comics Festival in 2011 and was selected for the Artaq Awards 2012 in France. She now regularly creates illustrations for a French magazine, Get Freaky. Messy Desk also had exhibitions in France, the USA, the UK, Germany and elsewhere around Europe.

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Photo Caption 1



By searching and scanning the QR codes on Easter bunnies at different shops at The Peak Galleria, customers will have a chance to win an exquisite gift.

Photo Caption 2



This Easter, The Peak Galleria let us become the Egg Hunting Heroes through the social media platforms, bringing you an amazing Easter holiday!

Appendix: Event Details

Redemption period: March 28 to April 19, 2015

(Every Saturday, Sunday and public holidays)

Redemption Venue: L1 concierge, The Peak Galleria

Redemption Time: 12:00 pm to 6:00 pm

Customers can redeem one The Peak Galleria x Messy Desk folding umbrella upon completion of below tasks on specific dates at The Peak Galleria. Each person can redeem the gift once only per day. Offers are limited, available on first come first serve basis and while stocks last.

Task	Details
1.	Spending of HK\$300 or above in a single transaction
2.	Find the hint of the Egg of the Week in The Peak Galleria Facebook Page or Instagram
3.	Scan any three of the QR codes placed in different shops; Save the Egg images (One of them must be the Egg of the Week)
4.	Share the Egg image to personal Facebook or Instagram; Hashtag #ThePeakGalleria #EasterHunter
5.	Present below items at L1 concierge: (i) Three Egg images (One of them must be the Egg of the Week); and (ii) Liked or Followed The Peak Galleria Facebook Page or Instagram