

**For immediate release**

**Fun Reaches Fever Pitch with  
Amoy Plaza x Rabbids Summer Fun**

(Hong Kong, July 7, 2015) The long summer months take an exciting turn at Hang Lung Properties' Amoy Plaza with a collaboration with Rabbids, a popular videogame character, to present Amoy Plaza x Rabbids Summer Fun. With more than 14 million games sold, the Rabbids are some of Ubisoft®'s best-loved characters, and their wacky adventures appeal to many kids. Heralding a variety of Rabbids games and activities, all videogame fans out there are guaranteed an exciting summer as they will have a chance to battle it out under a 3-meter widescreen monitor.

From July 11 onwards, Amoy Plaza will be transformed into a Rabbids playground, giving all budding gamers a chance to compete with each other in the mall. The Xbox One gaming challenge corner will allow customers to have a free trial of multiple Rabbids games and experience the fun of controlling the characters in the game using body movements instead of traditional controller buttons. Fans will also relish taking some wacky pictures with the popular character at the Rabbids Photo-op Feature. A digital copy of the photo will be available on the spot for sharing with friends!

During the program period, shoppers spending HK\$600 or above can join the Rabbids Personalized Luggage Tag Workshop and create their unique luggage tag. Customers can also join the Selfie Party Prize-draw and win fabulous prizes. To participate, customers will need to take a selfie using Casio EXILM's latest selfie camera with any of the Rabbids figures in Amoy Plaza, and then upload it to their Instagram. For other program details, please refer to the appendix or poster in the mall.

### **About Amoy Plaza**

Conveniently located near the MTR Kowloon Bay Station, Amoy Plaza is an integrated mall in Kowloon East, comprising stores offering trendy fashions, beauty products and electronic gadgets. Together with more than 35 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

Please visit

Amoy Plaza's website (<http://www.amoyplaza.com.hk>)

Amoy Plaza's Facebook (<http://www.facebook.com/AmoyPlazaHK>)

Amoy Plaza's Sina Weibo (<http://weibo.com/amoyplaza>)

Amoy Plaza's Instagram (<http://instagram.com/amoyplazahk>)

### **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, Center 66 in Wuxi and Riverside 66 in Tianjin over the past few years, Olympia 66, another world-class investment property in Dalian, will come into operation in 2015. 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 Ubisoft®**

Ubisoft® is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft® has offices in 29 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2012-13 fiscal year Ubisoft® generated sales of €1,256 million. To learn more, please visit <http://www.ubisoftgroup.com>.

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**Photo Caption 1**



Amoy Plaza x Rabbids Summer Fun gives videogame fans a chance to battle it out under a 3-meter widescreen monitor.



**Photo Caption 2**



Customers can take wacky photos with Raymong Raving Rabbids in the Photo-op Feature.

**Appendix: Program details**

<p>Rabbids Invasion: Experience the Battle</p>	<p>Date: July 11 to August 23, 2015 (Every Saturday and Sunday) Time: 2pm to 9pm Venue: Atrium, Phase 1, Amoy Plaza How to join: Upon purchase of HK\$100 with a maximum of two receipts from two different shops on the day of purchase  * Each day's prizes are limited in stock and are awarded on a first-come-first-served basis.</p>
<p>Rabbids Invasion Game Challenge Corner</p>	<p>Date: July 11 to August 23, 2015 Time: 12nn to 9pm Venue: Atrium, Phase 1, Amoy Plaza Details: Multiple Rabbids games are available for free trial by customers.</p>
<p>Rabbids Photo-op Feature</p>	<p>Date: July 11 to August 23, 2015 Time: 12nn to 9pm Venue: Atrium, Phase 1, Amoy Plaza Details: After taking wacky pictures with Rabbids at the Rabbids Photo-op Feature, a digital copy of the photo will be available on the spot for instant sharing with friends.</p>

Rabbids Selfie Party Prize-draw	<p>Date: July 11 to August 23, 2015</p> <p>Time: 2pm to 9pm</p> <p>Venue: Atrium, Phase 1, Amoy Plaza</p> <p>Details: Upload a selfie photo with any of the Rabbids figures in Amoy Plaza taken using Casio EXILM's latest selfie camera to Instagram with the hashtag #amoyselfie. The most creative one will have a chance to win some fabulous prizes.</p>
Rabbids Personalized Luggage Tag Workshop	<p>Date: July 25 and 26, 2015 (Saturday and Sunday) August 1 and 2, 2015 (Saturday and Sunday)</p> <p>Time: 1pm to 9pm</p> <p>Venue: Atrium, Phase 1, Amoy Plaza</p> <p>How to join: Upon purchase of HK\$600 with a maximum of two receipts from two different shops on the day of purchase.</p> <p>* Seats are limited for each day's workshop and are available on a first-come-first-served basis.</p>

\* The events and promotions above are subject to change without prior notice.

\* Please refer to event posters or the concierge desks for more details.