

For immediate release

The Peak Galleria Presents “PAC-MAN” Chase in the Maze

(Hong Kong, September 22, 2015) Hang Lung Properties' The Peak Galleria is bringing the iconic video-game character, PAC-MAN, on an exciting visit and will transform the mall into scenes from the classic game starting from today. The “RUNNING PAC-MAN” Halloween event will bring PAC-MAN and its enemies here, taking customers back in a fun-filled time warp to their happiest childhood memories. An amazing game – the “AAPE x PAC-MAN” Maze – has also been created to transform enthusiastic customers into PAC-MAN characters, who can chase each other around the maze and experience the excitement of PAC-MAN for real!

The Peak Galleria has also invited renowned artist Gregory Wong and famous pop group Super Girls to be the special guests for the launch of “RUNNING PAC-MAN” and to unveil the mysterious maze with Ms. Joyce Lee, Senior Manager (Leasing & Management). They are the very first batch of PAC-MAN maze runners to enjoy the fun and excitement of the game, and recommend it as an adventure that no one should miss!

Beginning on September 26 and running through November 1, participants of the “AAPE x PAC-MAN” Maze game will receive a pack of “AAPE x PAC-MAN” candies. Game winners will also receive a PAC-MAN USB. Follow The Peak Galleria's Facebook page and enter its game will also give you a chance to win a limited edition “AAPE x PAC-MAN” cushion.

The Peak Galleria has also installed a PAC-MAN Kid Maze which is free for admission. From today till November 1, on Saturdays, Sundays and Public Holidays, PAC-MAN mascots will travel around the mall to take photos with customers.

A “PAC-MAN Limo” will travel around Hong Kong and Kowloon every Saturday between October 3 to 24, to meet and play games with the public. Lucky participants stand a

chance to take a free ride to The Peak Galleria to celebrate Halloween in style. Other than that, the “Haunted Halloween Party” will be held on October 24 and 31 at Green Terrace, Level 3 of The Peak Galleria. With a wide variety of different Halloween-themed activities, like “Trick or Treat” candy distribution, special Halloween food and beverages, a face and body painting workshop, a photo booth, and more, this is where the most spectacular Halloween memories are going to be made. For details of the “RUNNING PAC-MAN” Halloween event, please refer to the appendix.

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>)

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

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

Wechat ID: thepeakgalleria

About PAC-MAN

PAC-MAN is considered one of the arcade game classics of the medium. It was created by Japanese video game designer Toru Iwatani and licensed by Midway with its first release in October 1980. The PAC-MAN character's shape was inspired by a pizza missing a slice. PAC-MAN is regarded as one of the most influential video games of all

time, and the image has become a global icon of video gaming, affecting its culture and the game business. The principle is simple; players can move to the next level as PAC-MAN eats all the PAC-DOTS and POWER-PELLETS within the stage, avoiding the annoying ghosts. The cute actions of eating the dots and pellets combined with electronic sound effects were unique at that time. Since then, PAC-MAN has been released over many series and in a variety of ways worldwide, including ports to the latest consumer and mobile games platforms. Today, more than 30 years after its debut, the game continues to be loved by people all around the world. On April Fools Day 2015, Google released a new feature for maps that lets you turn any location into a game of PAC-MAN.

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Media contact:

Cheung Ka Wing

Assistant Manager

Corporate Communications

(852) 2879 0360

WingKWCheung@HangLung.com

Sharon Cheung

Senior Officer

Corporate Communications

(852) 2879 6281

SharonCheung@HangLung.com

Photo Caption (1)



Ms. Joyce Lee (fourth from the left), Senior Manager (Leasing & Management), renowned artist Gregory Wong and famous pop group Super Girls are at The Peak Galleria for the launch of “RUNNING PAC-MAN” Halloween event.

Photo Caption (2)




Gregory Wong and Super Girls act as PAC-MAN characters enjoying themselves in the
“AAPE x PAC-MAN” Maze.


Photo Caption (3)



Gregory Wong and a little boy are having fun in the PAC-MAN Maze for kids.

Appendix: Event Details

“AAPE x PAC-MAN” Maze	<p>Date: September 26 to November 1, 2015 (Every Saturday, Sunday and Public Holiday)</p> <p>Time: 2pm to 9.30pm</p> <p>Venue: Shop nos. 32-35, Level 2, The Peak Galleria</p> <p>Details:</p> <ul style="list-style-type: none">- With spending of HK\$100 or above at The Peak Galleria (maximum 2 same-day receipts), customers can redeem one “AAPE x PAC-MAN” Maze entrance ticket at the Concierge at Level 1. With spending of HK\$200 or above (maximum 2 same-day receipts), two “AAPE x PAC-MAN” Maze entrance tickets can be redeemed. (Each customer can redeem a maximum of 4 entrance tickets a day.) Tickets are redeemable on a first-come-first-served basis and are available only while stocks last.- There are multi-player (2 to 4 people as one group) and single-player periods. Each participant will receive a pack of “AAPE x PAC-MAN” candies after completing the maze game. The winner of the game will be given a limited edition PAC-MAN USB.  <ul style="list-style-type: none">- During non-game periods (Every Monday to Friday, except Public Holiday) from 2pm to 10pm, the maze will be open to customers for visiting and photo-taking.
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PAC-MAN Kid Maze	<p>Date: September 22 to November 1, 2015</p> <p>Time: 10am to 10pm</p> <p>Venue: Shop no. 22, Level 2, The Peak Galleria</p> <p>Details: Free Admission. Limited capacity, admission is on first-come-first-served basis.</p>
PAC-MAN Meet & Greet	<p>Date: September 22 to November 1, 2015 (Every Saturday, Sunday and Public Holiday)</p> <p>Time: 6pm to 9pm</p> <p>Venue: The Peak Galleria</p> <p>Details: PAC-MAN mascots will travel around the mall to take photos with customers for free.</p>
“PAC-MAN Limo”	<p>Date: October 3 to 24, 2015 (Every Saturday)</p> <p>Time: 2pm to 6pm</p> <p>Venue: Hong Kong and Kowloon Districts</p> <p>Details: “PAC-MAN Limo”, decorated with PAC-MAN and its enemies will travel around Hong Kong and Kowloon districts play games and take photos with the public at designated spots. Follow the latest news of The Peak Galleria, lucky participants will have chance to win a free ride on the “PAC-MAN Limo” to The Peak Galleria on October 10, 17 and 24, 2015.</p> 

<p>“Haunted Halloween Party”</p>	<p>Date: October 24 and 31, 2015</p> <p>Time: 4pm to 8pm</p> <p>Venue: Green Terrace, Level 3, The Peak Galleria</p> <p>Details: Provides a host of activities, such as special Halloween food and beverages, a face and body painting workshop, a photo booth and “Trick or Treat” candy distribution, to give shoppers a spectacular Halloween celebration.</p>
<p>Halloween Special Menu</p>	<p>Date: September 22 to November 1, 2015</p> <p>Venue: The Peak Galleria</p> <p>Details: Special Halloween menus are provided in different dining outlets. Please check with the related outlets for details.</p>

*The above activities are subject to change without prior notice.

*Please refer to the posters in the mall or approach the Concierge for terms and conditions of the activities.