

**For immediate release**

**Halloween Zombie Party at Grand Plaza**

(Hong Kong, September 25, 2015) Hang Lung Properties' Grand Plaza presents its Halloween Zombie Party between October 1 and 31. Customers can capture a variety of Restaurant Zombies at different Creepy Spots in Grand Plaza by using the Deathly Zombie Photo Mobile App via their smartphones. Customers can also take spooky pictures at Zombie-transformation Photo Booth and join the spine-chilling Zombies for a fun flash mob dance on specific days, to celebrate an exciting Halloween in Grand Plaza!

During the promotion period, customers are eligible to join the eerie restaurant themed Zombie-transformation Photo Booth upon any amount of same-day purchase at Grand Plaza. With the cutting-edge facial recognition and face-changing technology, adventurous customers can turn themselves into Zombies and have hair-raising photos taken with a group of friends at the photo booth. Customers who upload their scary photos to the Grand Plaza Facebook fan page will stand a chance to win fabulous prizes.

Grand Plaza has also created the Deathly Zombie Photo Mobile App, using an innovative positioning system – iBeacon. By downloading the app for free and switching on Bluetooth, customers can turn their smartphones into the coolest Zombie detectors and capture a host of virtual Restaurant Zombies and have creepy photos taken with them at designated Creepy Spots at Grand Plaza. Fabulous prizes will be given out to customers who download the app and have collected a total of three photos taken with the zombies on different floors of Grand Plaza.

Apart from the virtual zombies, a host of spine-chilling Zombie Chefs and Waiters will put on a flash mob dance performance on October 24, 30 and 31. They will also be distributing limited edition bloody finger macaroons and cookies, giving customers a thrilling and fun Halloween experience. Please refer to the appendix for other event

details.

### **About Grand Plaza**

Located on the bustling Nathan Road next to the MTR Mong Kok Station, Grand Plaza comprises two office towers and a commercial podium with high-standard facilities, housing renowned watch and jewelry brands, many fashion brands and restaurants targeting both locals and tourists. Office Tower One houses many of the district's prominent medical centers as well as hosting themed beauty and travel floors.

Please visit

Grand Plaza's Facebook (<http://www.facebook.com/GrandPlazaHK>)

Grand Plaza's Instagram (<http://instagram.com/grandplazahk>)

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Photo Caption 1:



Customers can turn themselves into Zombies and have hair-raising photos taken at the Zombie-transformation Photo Booth upon any amount of same-day purchase at Grand Plaza.

**Photo Caption 2:**



Customers can capture a host of virtual Restaurant Zombies and have creepy photos taken with them by downloading the FREE Deathly Zombie Photo Mobile App.



**Photo Caption 3:**



A host of spine-chilling Zombie Chefs and Waiters will put on flash mob dance performances and distribute limited edition Halloween bloody finger macaroons and cookies to customers on specific days.

**Appendix: Program Details**

<p>Zombie-transformation Photo Booth</p>	<p>Date: October 1 to 31, 2015 Time: 1pm to 9pm Venue: G/F, Grand Plaza Details: Customers presenting receipts of any amount from the same day at Grand Plaza are eligible to join the Zombie-transformation Photo Booth. Using cutting-edge facial recognition and face-changing technology, customers can take selfies and turn themselves into Zombies, which could win them fabulous prizes. Prizes are available on a first-come-first-served basis, while stocks last.</p> <p>What's more, customers who upload their scary photo taken at the photo booth to the Grand Plaza Facebook fan page can stand a chance to win fabulous prizes, including supermarket vouchers, shopping or dining vouchers from Collect Point, Nabe Urawa and LA' TASTE at Grand Plaza.</p>
<p>Deathly Zombie Photo Mobile App</p>	<p>Date: October 1 to 31, 2015 Time: 1pm to 9pm Venue: G/F, Grand Plaza Details: Simply download the Deathly Zombie Photo Mobile App for free via smartphones. Customers can turn their phones into the coolest Zombie detectors and have creepy photos taken with virtual Restaurant Zombies at five different Creepy Spots at different floors of Grand Plaza. Fabulous prizes will be given away to customers who have three or more photos taken with different zombies. Prizes are available on a first-come-first-served basis, while stocks last.</p>

Spooky Zombie Flash Mob Dance	<p>Date: October 24, 30 &amp; 31, 2015</p> <p>Time: 7pm to 8pm</p> <p>Venue: Grand Plaza</p> <p>Details: A host of spine-chilling Zombie Chefs and Waiters will put on a flash mob dance performance. They will also be distributing limited edition bloody finger macaroons and cookies, to give customers a thrilling and fun Halloween experience. Halloween treats are available on a first-come-first-served basis, while stocks last.</p>
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\* Events and promotions above are subject to change without prior notice.

\* Please refer to posters in the mall or Grand Plaza Facebook Page for more details.