

For Immediate Release

**The Peak Galleria Presents Halloween Special:  
“Can Love Stand the Test of Horror?”  
World-renowned Haunted Attraction Fright Dome  
Thrilling Opening on September 26**

(Hong Kong, September 25, 2014) The Peak Galleria of Hang Lung Properties is launching its Halloween Special campaign with the theme of “Can Love Stand the Test of Horror?” enhanced by the mall’s Horror Romance decorations. The top-ranked haunted attraction FRIGHT DOME Las Vegas will make its first international appearance in Hong Kong. The campaign also features an array of exciting Halloween activities including a Wacky Limited-Edition Tote Bag redemption, Deathly Zombie-like Makeup, a Horror Romance Couple Tattoo and much more.

FRIGHT DOME Las Vegas’s creator and haunted attraction mastermind Jason Egan announces that the famed event will open its second location at The Peak Galleria during this year’s Halloween festival. In addition to FRIGHT DOME, from September 26 until November 2, The Peak Galleria will feature decorations with the Horror Romance theme. Gory Halloween Recipes will also be featured at the mall’s restaurants.

The Peak Galleria boasts Hong Kong’s highest 360° viewing platform, standing 428 metres above sea level and offering spectacular panoramic views of the vibrant city that are featured in millions of photographs across the world. With the rolling fog and its location atop the highest mountain on the island The Peak Galleria provides a naturally

eerie nighttime experience for guests.

“We’ve always had one of the top haunted attractions in the States and this is an amazing step for FRIGHT DOME to take,” said Egan. “Being able to continue our long tradition in Las Vegas and also create a new one in Hong Kong is truly humbling. Never in a million years would I have thought that I would take this event to an international location. I’m thrilled that our fans have embraced this event every year allowing us to grow and make this year truly the most ominous yet in both Hong Kong and Las Vegas.” Egan and his team will bring the most distinctive and terrifying haunted houses and scare zones the city has ever seen. Two hi-tech haunted houses, numerous scary scenes, daunting strolling entertainers, a multimedia lighting show, horror photo booths and games, together with other ancillary attractions will enhance the guests’ amazing experience.

### **About FRIGHT DOME Las Vegas**

Created from the mind of hauntrepneur Jason Egan, FRIGHT DOME at Circus Circus has been horrifying the masses since 2003 on the famed Las Vegas Strip. Egan’s 14 years in the industry and passion for all things terrifying culminate to make FRIGHT DOME Las Vegas one of the top haunted attractions in the United States year after year. Spread throughout five acres, this haunted theme park features dark, fog-filled attractions complete with ghoulish and gore-clad professional actors, six haunted houses, three extreme scare zones, 25 rides and attractions and much more. Not appropriate for children under 12, FRIGHT DOME includes roaming scare actors, high-powered strobes, multi-colored lasers and live shows nightly.

Egan has spent more than a decade compiling a cast that is at the top in the Halloween industry, with some members having supporting roles in various Hollywood directed horror genre productions in addition to their work at FRIGHT DOME Las Vegas. Alongside famed Hollywood FX guru Gary J. Tunnicliffe, Egan's team will create props, scenes actors and more that are realistic enough for the big screen. Over the years Tunnicliffe has been responsible for the makeup, props and special effects for more than sixty feature films.

For more information, visit [www.frightdome.com](http://www.frightdome.com).

### **About The Peak Galleria**

At The Peak Galleria, ideally located at the city's number one visitor attraction, you will savor the best Hong Kong has to offer and spice up your visit with a truly sensational experience.

Look out from The Peak Galleria, more than 400 meters above sea level at the top of Hong Kong, and you'll enjoy the breathtaking panorama of Hong Kong's soaring skyline bordering the famed Victoria Harbor. Inside The Galleria, you'll find an exciting range of specialty shops offering everything from contemporary lifestyle designer products to eye-catching art works and charming handicrafts. Relax by tasting local delicacies in authentic Hong Kong-style restaurants. Everywhere you look, there is something unique from Hong Kong for you to enjoy.

### **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.

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For high resolution images, please download from here:

<http://ftp.sixdegrees.com.hk/Media/FRIGHTDOME/>

**Photo caption 1:**



Creator Jason Egan announces the launch of FRIGHT DOME at The Peak on September 26. He says, "FRIGHT DOME will be divided into 5 zones: 2 haunted houses with themes of the Texas Chainsaw Massacre and Killer Clown, 2 scary zones and a horror photo zone, bringing to Hong Kong the most spectacular horror experience!"

**Photo caption 2:**



FRIGHT DOME SFX horror make-up artist Brenda from Las Vegas demonstrating her skills on renowned model Rosemary.



**Photo caption 3:**



Renowned model Rosti showing his bloody scar on his arm.

**Photo caption 4:**



FRIGHT DOME characters are ready to scare the people of Hong Kong this Halloween.



Event poster:



THE PEAK GALLERIA | 山頂廣場

只選好的 只做對的

恒隆地產  
HANG LUNG PROPERTIES

**Appendix: Campaign details**

Wacky Limited-Edition Tote Bag	Upon purchase for HK\$800 or more at The Peak Galleria (with original copy of sales receipt on the same day), customers can redeem one Wacky Limited-Edition Tote Bag.
Deathly Zombie-like Makeup	Date: Every Sunday in October Time: 3pm – 7pm Upon any purchase at The Peak Galleria (with original copy of sales receipt on the same day), customers can redeem one Deathly Zombie-like Makeup service.
Halloween Candy and Horror Romance Couple Tattoo	From September 26 until October 13, after liking and checking in at The Peak Galleria's official Facebook page, customers can redeem one pack of Halloween Candy. From October 14, after liking and checking in at The Peak Galleria's official Facebook page, customers can redeem one pair of Horror Romance Couple Tattoo.

**FRIGHT DOME Hong Kong ticketing details**

Opening Date:	September 26 until November 2, 2014
Opening Time:	Monday to Friday, 2pm – 10pm Saturday, Sunday & Public Holidays, 10am – 10pm
Location:	The Peak Galleria, 118 Peak Road
Ticket Price:	<b>HK\$199</b> Weekday Pass, 2pm – 6pm, Monday to Friday, except Saturday, Sunday and public holidays <b>HK\$299</b> Standard Pass, 6pm – 10pm, Monday to Friday, and full day on Saturday, Sunday and public holidays <b>HK\$399</b> Fast Pass, 2pm – 10pm, Monday to Friday, and full day on Saturday, Sunday and public holidays
Sole Ticketing Agency:	Groupon

For more information, please visit [www.frightdomehongkong.com](http://www.frightdomehongkong.com).