

For Immediate Release

**The Peak Galleria Presents “Summer Street Art Party”
Comic Characters “Mr. Happy” and “Little Miss Sunshine”
Welcome Shoppers with a Smile**

(Hong Kong, July 18, 2014) The Peak Galleria of Hang Lung Properties is featuring characters from the highly popular British book series “Mr. Men & Little Miss” in its “Summer Street Art Party” campaign. The campaign highlights a range of enjoyable summer activities to welcome shoppers including “GUMGUMGUM x Mr. Men & Little Miss ‘I am Mr?’ Exhibition”, “Snap with Mr. Men” and “Summer Shindig”.

From today until August 31, The Peak Galleria collaborates with lifestyle concept store GUMGUMGUM to host the “GUMGUMGUM x Mr. Men & Little Miss ‘I am Mr?’ Exhibition”. The exhibition invites 100 people including artists as well as members of the public to create their own “Mr. XXX” and “Little Miss XXX” characters. Their creations will be compiled on a two meters tall storybook display wall for customers to admire. The artists include Michael Lau, the father of chic toy figures, illustrators Yeung Hok Tak, Ko Sing, Telephone Fung, Rex Koo, and creative groups Start From Zero and Graphic Airlines. These 100 creations will then be sold for charity purpose after the exhibition.

The giant 1.5 meters tall 3D figures “Mr. Happy” and “Little Miss Sunshine” can be found at the atrium of The Peak Galleria. With their summer sunshine-like yellow

bodies, vibrant smiles and adorable features, the characters are definitely a great photo opportunity for shoppers. The Peak Galleria also hosts a “Summer Shindig” every Sunday from 2pm to 5pm during the promotion period. Customers with any same-day spending receipt can enjoy free entry to the party. The themed game booths will include “Mr. Men & Little Miss Body Paintings” and “Football Tic Tac Toe”. Popcorn, Coca-Cola, Hoegaarden beer* and vitaminwater® will also be served in the area.

Shoppers spending a designated amount can redeem a limited edition of “Mr. Men & Little Miss” umbrella and participate in the lucky draw. For every Mr. Men & Little Miss series purchase in “Mr. Men & Little Miss x GUMGUMGUM Pop Up Store”, a complimentary mini drawing board will be presented. During the promotion period, a selection of merchants at The Peak Galleria sell selected products priced HK\$100 or above at just HK\$100. Please refer to the in-mall posters for details.

This summer, Fashion Walk of Hang Lung Properties has also featured “Mr. Men & Little Miss” characters in the collaborative creation “A WALK IN FASHION by Michael Lau”. Michael also created two new characters, “Little Miss Fashion” and “Mr. Walk”, who made their Hong Kong debut and joining the Summer Music Street Party to be held at Fashion Walk.

* Beer for customers aged 18 or above only.

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 with the theme of "Love Hong Kong Style". Its Observation Deck at Green Terrace on L3, offering the stunning panoramic view of Victoria Harbour and the Pok Fu Lam Reservoir, is a must-visit place for visitors. The complex not only features a full array of local specialty stores and restaurants, such as Hong Kong Trams Station, G.O.D. and The Sweet Dynasty, among others, but also a host of environmentally friendly facilities. 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>)

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 as well as Palace 66 and Forum 66 in Shenyang over the past few years, Center 66, another world-class investment property in Wuxi, came into operation in September 2013. 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 the “Mr. Men & Little Miss” Series

The “Mr. Men & Little Miss” series is a creation by British children's writer Roger Hargreaves. The first book in the series was published in Britain in 1971, and the books have since earned recognition around the world. They have been translated into more than 10 languages and have sold a total of 100 million copies in around 30 countries. Starting with the character Mr. Tickle, the author has created a total of 93 characters, all with unique appearances and vibrant personalities. He unprecedentedly collaborated with fashion brand Stella McCartney in 2012 to create a new character, Little Miss Stella, thereby walking the story into the world of trend and fashion.

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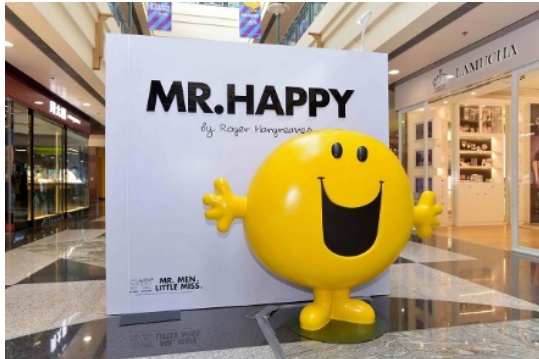
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For high resolution visuals, please download from here:

http://ftp.sixdegrees.com.hk/Media/FashionWalk/ThePeakGalleria_MrMenVisual/

Photo caption 1:



“Mr. Happy” and “Little Miss Sunshine” from “Mr. Men & Little Miss Family” are already installed in The Peak Galleria, welcoming shoppers with a smile.

Photo caption 2:



100 people including artists as well as members of the public to draw their own “Mr. XXX” and “Little Miss XXX” characters. Their creations will be compiled on a two meters tall storybook display wall. Lower left side is the artwork “Little Miss Telephone” from illustrator Telephone Fung and lower right side is “Mr. Captain” from Ko Sing.

Photo caption 3:



Shoppers spending a designated amount can redeem a limited edition of “Mr. Men & Little Miss” umbrella.

Appendix: Event Gift Details

From today until August 31, 2014, customers with a sales receipt at The Peak Galleria can redeem the following gifts:

Minimum Spending	Redemption Date	Gift^
Any amount	Every Sunday	Participation in “Summer Shindig”
Cumulative spending of HK\$500 or above	Mondays to Sundays	Participation in the Lucky Draw once for a chance to win 2-person hotel accommodation in Thailand (3 Days 2 Nights) or Bali (4 Days 3 Nights) [One quota for each]
Cumulative spending of HK\$2,000 or above	Starts from July 11, every Friday, Saturday, Sunday	Limited edition of “Mr. Men & Little Miss” umbrella and Lucky Draw participation

Redemption at: Concierge at The Peak Galleria (12noon – 10pm)

^ Original same-day sales receipt with corresponding electronic payment slip are required for redemption; available on a first-come-first-served basis.

Trade Promotion Competition Licence No.: 43416