



FOR IMMEDIATE RELEASE

Rat Race 2007 invades CENTRAL!

Inaugural event raised over HK\$2 million for mental health charity MINDSET

HONG KONG, 15th June 2007 – Hongkong Land executives today announced that the CENTRAL Rat Race—a fun, fast-paced relay race through the CBD pitting teams of executives against one another—will return on 28th October 2007 following last year’s successful inaugural event.

During the event, teams in business attire race around CENTRAL passing a briefcase instead of a baton and conquering obstacles such as “Fast Track”, “Job Maze”, “Corporate Ladder” and “Executive Training Boot Camp” all along the approximately 2.5-km course. Themed on the trials and tribulations of modern corporate life, the Rat Race forces competitors to call on their ambition and skill to navigate the course all the way to the final stage, where participants are chauffeured across the finish line in “limousines” that represent having made it to the top.

Although the CENTRAL Rat Race 2007 is a competition, it’s all in good fun ... and it’s for a good cause as well. Besides serving as a reminder for the local business community of the importance of health and physical exercise, the event also raises funds for MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and Mainland China.

Organised by Hongkong Land, last year’s inaugural CENTRAL Rat Race was a sight unlike anything ever seen in the CBD. Over 350 grown men and women wearing business suits sprinted around the city in a mad dash for the finish line, ultimately helping raise in excess of HK\$2 million for MINDSET. The team winner was the Dairy Farm Group, with Piers Brunner of Colliers International taking the individual prize.

Last year a number of NGOs in the mental health sector also participated in the event with teams of cheerleaders organised from their clients making a welcome contribution to the carnival atmosphere.



Mr. Y K Pang, Chief Executive, Hongkong Land, said, “Hong Kong is one of the business centres of the world, and CENTRAL is the heart of business and commerce in Hong Kong. The CENTRAL Rat Race is an event that takes advantage of our CBD’s unique concentration of buildings and pedestrian walkways that help make doing business in Central such a pleasure. With over HK\$2 million raised last year, it also demonstrates the importance of working and caring together.”

Mr. Adam Keswick, Governor of MINDSET, said, “Last year’s CENTRAL Rat Race helped raise awareness of mental health issues in Hong Kong, and we are pleased that MINDSET has again been selected to be the beneficiary of this year’s event as well. The Rat Race is fun, entertaining, and a great way for companies to contribute to a worthy cause.”

The Rat Race is open to teams of men and women who are over 18 years of age, of any nationality, and who are legally employed either as full-time or part-time staff by the participating company. A maximum of 50 teams, each comprising eight team members, will be accepted for the event.

In addition to the Rat Race, a senior executive from each participating team is also eligible to take part in the “Big Rat Race,” which covers a shorter route. A new race is also being introduced to this year’s event, the Iron Rat Race, for 50 individual contestants selected on a first-come, first-serve basis.

Each team needs to make a donation of HK\$50,000 to MINDSET for the Rat Race, while an additional HK\$10,000 is required for the Big Rat Race. The minimum donation for entry into the Iron Rat Race is HK\$1,000 per individual. Several fun awards will also be presented, including the “Big Rat Cup,” “Turtle Award,” “Fancy Rat Award” and Iron Rat Race Award.

The CENTRAL Rat Race 2007 is supported by the Central & Western District Council, South China Morning Post and TVB Pearl.

Entry forms may be downloaded from the CENTRAL Rat Race website (<http://www.CENTRALratrace.com>), which also offers full details about the event.

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About Hongkong Land

Hongkong Land is a leading property investment, management and development group with a major portfolio in Hong Kong, where it owns and manages some five million sq. ft of prime office and retail space in the heart of the Central business district. Established in 1889, the Company's business is built on partnership, integrity and excellence.

The Group also develops high quality commercial and residential property projects elsewhere in Asia and holds a 77% shareholding in Singapore-listed residential property developer, MCL Land. These assets are also managed from Hong Kong by Hongkong Land Limited, which provides services to Group companies.

Hongkong Land Holdings Limited is incorporated in Bermuda with its primary share listing in London. The Company's shares are also listed in Bermuda and Singapore. Hongkong Land is a member of the Jardine Matheson Group.

About MINDSET

MINDSET's goal is to make a difference in the area of mental health. It aims to change people's attitudes by raising awareness and understanding of mental health issues, as well as providing direct assistance for individuals, families and organizations in need of help. MINDSET is a registered charity in Hong Kong established in 2002 by the Jardine Matheson Group and led by the Jardine Ambassadors, a group of young executive volunteers from Jardines.

MINDSET's current initiatives are focused on the following areas:

- Education and Prevention – to raise awareness of mental health issues among young people through the in-school 'Health in Mind' programme, co-organised with the Hospital Authority since 2002. The programme has reached over 25,000 students, teachers and parents, and currently covers ten secondary schools;

- Re-integration – to support effective re-integration services to mental health hospitals/agencies through patient support activities and the promotion of a job training programme for rehabilitated people within Jardine Matheson Group companies;
- Financial Support – to fund direct services for the mentally ill;
- Community Awareness – to undertake a range of initiatives that enhance community awareness of mental health related issues.

Beneficiaries of MINDSET include:

- Baptist Oi Kwan Social Service
- Boys' and Girls' Clubs Association of Hong Kong
- Caritas Jockey Club Lai King Rehabilitation Centre
- Castle Peak Hospital
- Christian Oi Hip Fellowship Ltd
- Fu Hong Society (through Operation Santa Claus)
- Guangdong YangAi Special Children Parent Club
- Heep Hong Society
- Hong Chi Association
- Hong Kong Children and Youth Services
- Hong Kong Down Syndrome Association (through Operation Santa Claus)
- Hong Kong Family Welfare Society
- Hong Kong Special Olympics
- Hospital Authority
- Kwai Chung Hospital
- New Life Psychiatric Rehabilitation Association
- Richmond Fellowship of Hong Kong (through Operation Santa Claus)
- St. James' Settlement
- The Community Chest of Hong Kong (funds designated to mental health area)
- The Mental Health Association of Hong Kong
- The Phoenix Clubhouse
- The Salvation Army
- World Federation of Mental Health (Biennial Congress 2007)