

For Immediate Release

Grand Plaza and Gala Place Collaborate with Demae Iccho to Present Ching Chai's New Year Blessings

Hong Kong's Largest 5-Meter-Tall Ching Chai Figure and Demae Iccho Pop-up Store Debuts in MongKok

(Hong Kong, January 10, 2016) Grand Plaza, Hollywood Plaza, and Gala Place collaborate with Demae Iccho of Nissin Foods to present Ching Chai's New Year Blessings program for the Chinese New Year celebrations in Mongkok this year. At the entrance of Gala Place, Hong Kong's largest 5-metre-tall figure of Nissin Foods' beloved mascot, Ching Chai, will greet visitors with firecrackers in hand to welcome-in the New Year. Demae Iccho will also be setting up a pop-up store themed Japanese-style ramen house at Gala Place. A limited edition New Year Goodie Bag and an array of Ching Chai gifts will be for sale, along with the opportunity for customers to have a first taste of the brand new Demae Ramen Straight Noodle Miso Flavor for free!

To unveil Ching Chai's New Year Blessings program and celebrate the launch of the Demae Iccho pop-up store at Gala Place, a ceremony was held today with Hang Lung Properties' Managing Director, Mr. Philip Chen; Executive Director, Mr. Adriel Chan; Director (Leasing & Sales), Mr. Norman Chan; Nissin Foods' Managing Director, Mr. Ando Kiyotaka, Director of Marketing, Mr. Kikunaga Takeshi, and Yau Tsim Mong District Council Member, Mr. Lam Kin Man as the officiating guests.

Reflecting on the Hang Lung X Nissin Foods partnership, Mr. Philip Chen said, "We are thrilled to be working with Nissin foods, joining hands to deliver many firsts. We are honored to be the first shopping mall partner of Demae Iccho in Hong Kong, setting up it's pop-up store and presenting the tallest Ching Chai figure at Gala Place. I believe with the exceptional charm of the Nissin Foods' brand, and the strong footfall of Gala Place, a lot of fans will be attracted here to this must-visit spot. While Nissin Foods has constantly been innovative, leading the way in the changing trends and culture of the instant food market, Hang Lung Properties has also continuously enhanced our malls and has recently rebrand our four Mongkok properties with a more stylish and fashionable positioning. We look forward to having more and closer collaborations with Nissin Foods in the future, bringing more diversified shopping experiences to our customers."

From tomorrow until February 14, customers spending a designated amount at Grand Plaza, Hollywood Plaza, or Gala Place through electronic payment can redeem limited edition Ching Chai new year's gifts including lai-see packets and fai-chun sets, document folders, and special noodle bowl sets. Furthermore, customers can also join an interactive game to win a limited edition New Year Goodie Bag, other fabulous gifts, and Grand Plaza dining coupons. For those who like to take selfies, there is the chance to win a special edition Ching Chai document folder by sharing their photos taken with the 5-meter-tall Ching Chai figure on social media platforms.

Watch out also for the Ching Chai Exhibition at Grand Plaza which includes an array of vintage collectibles such as a mini noodle clipping machine, mini slot machines, toys, a mahjong set, household decorations and dining-ware. Ching Chai and Ching Mui will also come to Grand Plaza, Hollywood Plaza, and Gala Place to give everyone New Year's greetings on designated dates. For more program details, please refer to the appendix.

About Grand Plaza

Enviably located right next to the MTR Mongkok Station on Nathan Road where commerce and transport converge, Grand Plaza houses two office towers and a commercial podium. It is home to a stellar line-up of international watch and jewelry brands, concept stores as well as fashion and lifestyle labels. The dedicated Dining Floors feature 20-plus gourmet dining venues where international cuisine is served in stylish surroundings. The Grand Plaza Office Tower One showcases the region's most prominent healthcare centers. It has further been subtly zoned into Beauty and Travel floors, providing visitors a one-stop leisure and lifestyle experience.

For further information, please visit:

Facebook : <http://www.facebook.com/GrandPlazaHK>

Instagram : <http://instagram.com/grandplazahk>

WeChat : id= grandplazahk

About Gala Place & Park-In Commercial Centre

Located in the vibrant Mongkok district, Gala Place houses the largest single-story Starbucks in Hong Kong, spanning over 4,500 square feet, as well as the triple-story H&M full-concept flagship store, the largest H&M store in Kowloon, and has become a hotspot for the trendy and fashionable. Park-In Commercial Centre houses a potpourri of diversified services and products including outdoor gear, chic fashion, skincare and cosmetics, lifestyle products, audio and digital gadgets, as well as beauty and fitness centers. Park-In Commercial Centre Carpark offers nearly 500 parking spaces, providing a convenient, one-stop shopping experience for its customers.

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Photo Caption (1)



Hang Lung Properties' Managing Director, Mr. Philip Chen (3rd from right); Executive Director, Mr. Adriel Chan (2nd from Left); Director (Leasing & Sales), Mr. Norman Chan (1st from right); Nissin Foods' Managing Director, Mr. Ando Kiyotaka (3rd from left); Director of Marketing, Mr. Kikunaga Takeshi (2nd from right), and Yau Tsim Mong District Council Member, Mr. Lam Kin Man (1st from left) officiate at the ceremony for the launch of the Demae Icho's pop-up store at Gala Place.

Photo Caption (2)



At the entrance of Gala Place, Hong Kong's largest 5-metre-tall Ching Chai figure will greet visitors with firecrackers in hand to welcome-in the New Year.

Photo Caption (3)



A limited edition New Year Goodie Bag and an array of Ching Chai gifts will be for sale at the pop-up store, along with the opportunity for customers to have a first taste of the brand new Demae Ramen Straight Noodle Miso Flavor for free!

Photo Caption (4)



The Ching Chai Exhibition at Grand Plaza will display an array of vintage collectibles which are all must-see items for Ching Chai's fans!

Appendix: Program Details

<p>Ching Chai's New Year Blessings Limited Edition Gifts and Interactive Game</p>	<p>Date: From tomorrow till February 14 Time: 1pm – 9pm Venue: G/F, Gala Place & 1/F, Grand Plaza Details: Customers spending designated amount by electronic payment at Grand Plaza, Hollywood Plaza, or Gala Place can redeem limited edition gifts and join an interactive game to win fabulous prizes.</p> <table border="1" data-bbox="532 531 1425 1251"> <thead> <tr> <th data-bbox="532 531 971 573"><u>Spending</u></th> <th data-bbox="971 531 1425 573"><u>Privileges</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="532 573 971 657">Any spending</td> <td data-bbox="971 573 1425 657">- Join interactive game once</td> </tr> <tr> <td data-bbox="532 657 971 831">Single purchase of HK\$300 or above (same-day receipt)</td> <td data-bbox="971 657 1425 831">- Redeem a lai-see packet and fai-chun set - Join interactive game once</td> </tr> <tr> <td data-bbox="532 831 971 1083">HK\$500 or above (Maximum of two same-day receipts)</td> <td data-bbox="971 831 1425 1083">- Redeem a limited edition document folder - Redeem a lai-see packet and fai-chun set - Join interactive game once</td> </tr> <tr> <td data-bbox="532 1083 971 1251">HK\$1,000 or above (Maximum of two same-day receipts)</td> <td data-bbox="971 1083 1425 1251">- Redeem a Ching Chai New Year noodle bowl set - Join interactive game once</td> </tr> </tbody> </table>	<u>Spending</u>	<u>Privileges</u>	Any spending	- Join interactive game once	Single purchase of HK\$300 or above (same-day receipt)	- Redeem a lai-see packet and fai-chun set - Join interactive game once	HK\$500 or above (Maximum of two same-day receipts)	- Redeem a limited edition document folder - Redeem a lai-see packet and fai-chun set - Join interactive game once	HK\$1,000 or above (Maximum of two same-day receipts)	- Redeem a Ching Chai New Year noodle bowl set - Join interactive game once
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<p>Demae Iccho Pop-up Store</p>	<p>Date: From tomorrow till February 14 Time: 12nn - 10pm Venue: G/F, Gala Place</p>										
<p>Selfie with Ching Chai</p>	<p>Date: From tomorrow till February 14 Time: 1pm – 9pm Venue: G/F, Gala Place Details: Upload your selfie taken with the 5-meter-tall Ching Chai figure onto Facebook or Instagram, follow Grand Plaza Facebook fan page or Instagram and stand a chance to win a special edition Ching Chai document folder.</p>										

Ching Chai Exhibition	Date: From tomorrow till February 14 Time: 12nn – 10pm Venue: 1/F, Grand Plaza
Ching Chai and Ching Mui's New Year Meet and Greet	Date: January 14 & 21, 2017 Time: 4pm – 6pm Venue: Grand Plaza, Hollywood Plaza, and Gala Place
Ching Chai Romantic Noodle Set Redemption	Date: February 14, 2017 Time: 1pm – 9pm Location: G/F, Gala Place & 1/F, Grand Plaza Details: Customers spending HK\$214 or more by electronic payment in a single receipt at Grand Plaza, Hollywood Plaza, or Gala Place can redeem a Valentine's Day special Ching Chai Romantic Noodle Set.

Terms & Conditions:

- Each original, same-day, machine-printed receipt and its e-payment counterfoil can be used only once for the purpose of redemption and participation in the interactive game.
- Gifts are limited in supply and redemption is on a first-come, first-served basis, while stock lasts.
- For detailed terms and conditions, please refer to the Facebook fan page of Grand Plaza or in-mall promotion materials.
- In case of any dispute, Hang Lung Real Estate Agency Limited and Nissin Foods reserve the right to make all final decisions.