



For Immediate Release

**Fashion Walk Collaborates with Classic British
Automobile Brand MINI to Present a Unique Gourmet Experience**

(Hong Kong, March 20, 2015) Fashion Walk, Hang Lung Properties' distinctive lifestyle destination in Causeway Bay, is joining forces with classic British automobile brand MINI for the first time to present the unique THE FOOD STREET MINI, which is displayed from today until March 30 at Fashion Walk. Visitors will be greeted by a stylized 5-seat MINI Cooper S Countryman bedecked with decorations that will get your mouth watering for the best food in town.

THE FOOD STREET MINI is the centerpiece of creative cuisine at Fashion Walk, seasoning the wide variety of gastronomical delights with fun elements. The MINI mascot, Spike, in different poses, will also be displayed together. Additionally, customers can take snap shots of their favorite MINI Spike and upload them along with a short description of their choice of photo to HK.FashionWalk Facebook Fan Page. The winner with the best photo and write-up will get one MINI Spike Headrest set.



Fashion Walk's collaboration with MINI appeals to both foodies and car aficionados alike, with its set of mouth-watering goodies. With the integration of the MINI concept, several restaurants at Food Street have designed special dishes for the Food Street x MINI creative menu, including MINI Foie Gras Burger by burgeRoom, which is the most popular burger restaurant on Openrice; MINI Open Face Toast Platter by El Cid Spanish Restaurant, as well as Nuremburg Sausages by King Ludwig German Restaurant. These dishes, which will be served until March 31, reflect MINI's acute sense of style and attitude to life, while MINI souvenirs will be given out to diners who enjoy these special dishes. Please refer to the appendix for more details.

In addition, Fashion Walk will also hold a MINI Model Car Art Jamming Workshop, a SNAP SHOT Challenge and other activities for customers' participation by spending a designated amount during the event period. Spending the designated amount in Fashion Walk, shoppers can enjoy an extra one hour of free parking to complement their one-of-a-kind MINI experience. Please refer to the appendix for more details.



About Fashion Walk

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, encompassing four vibrant streets – Great George, Paterson, Kingston and Cleveland – Fashion Walk is the superlative shopping destination, offering the latest in trends in fashion, gastronomy and lifestyle in a magnificent setting. Fashion Walk is on the pulse of fashion trends for hipsters and trendsetters allowing them to discover popular international brands and rising stars. It is home to Fashion Intelligence, the coming together of ideas and insights. We invite kindred spirits to join our community to discover, explore and share. They can also interact with their favorite brands, local lifestyle bloggers and other like-minded people on our social platform. It is a place where they can share their ideas and be part of the community to shape the next hot trend.

More and more cutting-edge fashion designers and brands are opening flagship stores here, including LOG-ON, McQ ALEXANDER McQUEEN, Y-3, Francfranc's biggest flagship store, Hysteria Glamour, Kurt Geiger, Under Armour, adidas Women, Nike Running Experience Store and H&M, which will make its debut in the fourth quarter of 2015. In addition, Fashion Walk features an exciting collection of restaurants with alfresco and indoor seating, including the newly opened simplylife, MINH & KOK, burgeRoom and EAT. it. Fashion Walk is the most unique shopping destination for trendsetters to purchase most fashionable products and enjoy their leisure time.



Please visit:

Fashion Walk's Website: www.fashionwalk.com.hk

Facebook: <http://www.facebook.com/HK.FashionWalk>

Sina Weibo: <http://weibo.com/hkfashionwalk>

Instagram: instagram.com/hkfashionwalk

Youtube: www.youtube.com/user/hkfashionwalk

Wechat: id= hkfashionwalk

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.

About MINI

BMW Group acquired Rover Group in early 1994, and injected new energy into MINI. After revamping, MINI has sold over three million vehicles since 2001. As a trendsetter, MINI has become the car of choice for many famous persons, such as fashion designers Paul Smith and Mary Quant, as well as musical artists The Beatles, Eric Clapton, and David Bowie. MINI has been featured in a number of movies, including the “Italian Job”, 1966 cult classic “Blow Up”, and beloved television series “Mr. Bean”, and left lasting impressions with the audience. MINI has won acclaim and admiration from fans everywhere with our MINI Hatch, Cabrio, Countryman and the latest MINI Coupé, Roadster and Paceman. In the future, MINI will be dedicated to bringing more exciting and innovative vehicles. Building on our brilliant success, MINI strives to continue to excel in the development of vehicles using the most creative and innovative design and automotive technology, while staying true to the core essences of MINI.

For more information about MINI and MINI Space, please visit:

<http://www.MINIHK.com>

<http://www.facebook.com/MINI.hongkong>

<http://www.youtube.com/MINI>

<http://www.MINISpace.com>



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Photo Caption 1



Fashion walk brings a 5-seater MINI Cooper S Countryman to Food Street to rev up your appetite for a Unique Gourmet Experience

Photo Caption 2



Several restaurants at Food Street in Fashion Walk have embraced the MINI concept and designed special dishes for customers to experience MINI's unique lifestyle vision



Appendix: Event Details

Food Street x MINI Creative Menu

	burgeRoom	El Cid Spanish Restaurant	King Ludwig German Restaurant
Promotion Date	From Now until March 31, 2015		
Menu Item	MINI Foie Gras Burger	MINI Open Face Toast Platter	Nuremburg Sausages
Price	HK\$100	HK\$68	HK\$68
Address	Shop D, G/F, 50-56 Paterson Street, Fashion Walk	Shops C & D, G/F, 9-11 Cleveland Street, Fashion Walk	Shop A & C, G/F, Greenfield Mansion, 8 Kingston Street, Fashion Walk
Telephone	2890 9130	2576 8650	2556 7033 / 2566 7011

*Order these special MINI dishes to get a limited edition MINI gift. Gifts are available while stocks last.



A Unique MINI Experience

Event/Gift	Activity Details	Spending
MINI Table Mat Stamping Workshop and Snap Shot Challenge	Date: March 21, 2015 (Saturday) Time: 3 – 5 pm Location: Food Street Content: Place unique stamps on a MINI Table Mat to create your own MINI product while snapping MINI props and enjoying MINI popcorn.	Any spending
MINI Model Car Art Jamming Workshop	Date: March 28, 2015 (Saturday) Time: 3 – 5 pm Location: Food Street Content: DIY MINI Car Model	Cumulative spending of HK\$2,000 (maximum three receipts)
Free Parking	<p>Date: From now till March 31, 2015 Location: Hang Lung Centre Content:</p> <p>Two hours' free parking</p> <ul style="list-style-type: none"> • Upon spending of HK\$400 and above in a single receipt from any non-F&B outlet, plus, one F&B receipt of any amount; or, • Upon spending of HK\$400 or above in a single receipt from any F&B outlet. <p>Three hours' free parking</p> <ul style="list-style-type: none"> • Upon spending of HK\$800 or above in a single receipt from any non-F&B outlet at Fashion Walk, plus, one F&B receipt of any amount; or, • Upon spending of HK\$800 or above in a single receipt from any F&B tenant at Fashion Walk. 	

* These events and promotions are subject to change without advanced notice.