

For Immediate Release

**Amoy Plaza and The Peak Galleria Present
Jelly Belly Sweet Christmas!**

(Hong Kong, November 19, 2015) Christmas, a season of sweetness beyond compare and beloved by young and old alike, is coming to Hang Lung Properties' iconic malls. In a sensational partnership to celebrate the season, Amoy Plaza and The Peak Galleria join forces with classic U.S. candy brand, Jelly Belly, to bring customers the sweetest and most joyful Christmas imaginable. Exclusively at Amoy Plaza, shoppers can snap festive photos in front of the giant Jelly Belly candy production machines in the "Jelly Belly Christmas Candy Factory". Meanwhile, at The Peak Galleria, visitors will be heralded all aboard the fantastic "Jelly Belly Christmas Adventure Ride" which will take them on a whirlwind candy tour. Lucky customers will also get a chance to get creative with a whole rainbow of colors and spectrum of tasty flavors as they design their own custom made candies. What's more, both Amoy Plaza and The Peak Galleria will play host to both Mr. Jelly Belly and Santa on designated dates with sacks full of candies to spread the holiday cheer!

There's even more fun in store on Christmas Day, when Amoy Plaza welcomes three times Guinness World Record breaker, Mr. Su Chung Tai from Taiwan. The world renowned "Bubble Performance Master" will thrill audiences with his "Amazing Christmas Bubble Show".

Taking the lead in giving back to the community, Amoy Plaza shows its concern for the underprivileged this festive season with a special "Christmas Mini-me Photo Booth" that makes use of the fascinating miniature photographic process to capture unique pictures. For a donation of HK\$20 or more, customers take pictures at the booth while remembering those in need. All proceeds will be donated to Operation Santa Claus 2015.

Sending the best of the season's greetings to your loved ones is easy at The Peak Galleria, where customers who spend HK\$100 or more in a single, same-day receipt, can

redeem a limited edition Jelly Belly postcard. Shoppers can send a special greeting to their family and friends by writing their merry messages on the spot and posting them at the collection box situated in the mall.

The festive fun continues with a variety of lovable Jelly Belly limited edition gifts available for in-mall redemption during the promotion period. For redemption and other program details, please refer to the appendix.

About Amoy Plaza

Conveniently located near the MTR Kowloon Bay Station, Amoy Plaza is an integrated mall in Kowloon East, comprising stores offering trendy fashions, beauty products and electronic gadgets. Together with more than 35 restaurants serving local and international cuisines, the mall offers a full selection of lifestyle experiences for nearby office workers and residents of Amoy Gardens.

For further information, please visit:

Amoy Plaza's website (<http://www.amoyplaza.com.hk>)

Amoy Plaza's Facebook (<http://www.facebook.com/AmoyPlazaHK>)

Amoy Plaza's Sina Weibo (<http://weibo.com/amoyplaza>)

Amoy Plaza's Instagram (<http://instagram.com/amoyplazahk>)

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. The complex not only features a full array of local specialty stores and restaurants, such as Trick Eye Museum Hong Kong, Hong Kong Trams Station and Sweet Dynasty, among others, but also a host of environmentally friendly facilities. Its Observation Deck at Green Terrace on L3, offering the stunning panoramic view of Victoria Harbor and the Pok Fu Lam Reservoir, is a must-visit place for visitors. The educational Eco Discovery tour held by the mall welcomes the participation of schools and other organizations.

For further information, please visit:

The Peak Galleria's website (<http://www.thepeakgalleria.com/>)

Facebook (<http://www.facebook.com/PeakGalleria>)

Instagram (<http://instagram.com/thepeakgalleria>)

Sina Weibo (<http://e.weibo.com/thepeakgalleria>)

Wechat ID: thepeakgalleria

About Su Chung Tai, Bubble Performance Master

Mr. Su Chung Tai began his career in bubble art performance in 2011. Mr. Su has travelled to many countries to showcase his bubble art performance, and is recognized globally as the "Bubble Performance Master". He has had extensive media coverage in Taiwan and other Asian countries, where his elegant bubble performance art has garnered praises for his work with many famous Taiwanese celebrities and for creating events for many corporate firms. Within a short three years, Mr. Su has already broken a staggering three Guinness World Records.

About Operation Santa Claus 2015

Established in 1988, Operations Santa Claus (OSC) has been galvanizing the Hong Kong community to embrace the true charitable spirit of Christmas for the past 27 years. Jointly organized by the South China Morning Post and Radio Television Hong Kong, OSC has received a total donation of HK\$230 million to 214 charities, sharing the gift of hope and goodwill to those who lack the means to improve their lives.

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Photo Caption 1



Amoy Plaza brings the first ever “Jelly Belly Christmas Candy Factory” to Hong Kong, giving customers a first-hand experience of the candy production process in the factory in California, U.S.A.

Photo Caption 2



The Peak Galleria's "Jelly Belly Christmas Adventure Ride" is loaded with gifts and Christmas treasures, taking everyone on an exciting, festive fun journey!

Photo Caption 3



Spend designated amounts at Amoy Plaza and The Peak Galleria to redeem a selection of Jelly Belly limited edition gifts including Jelly Belly dispensers, postcards and 2016 calendar.

Appendix: Program Details

Amoy Plaza “Jelly Belly Christmas Candy Factory”

Jelly Belly Christmas Candy Factory	Date: From now till January 3, 2016 Time: 11am to 11pm Venue: G/F Atrium, Phase 1, Amoy Plaza
“Love & Sharing” Jelly Belly Collage Exhibition	Date: From now till January 3, 2016 Time: 11am to 11pm Venue: G/F Atrium, Phase 1, Amoy Plaza
Jelly Belly Christmas Pop-up Store	Date: From now till January 3, 2016 Time: 12nn to 9pm Venue: G/F Atrium, Phase 1, Amoy Plaza
Christmas Mini-me Photo Booth	Date: November 21, 2015 to January 3, 2016 Time: 1pm to 9pm Venue: G/F Atrium, Phase 1, Amoy Plaza How to join: By donating HK\$20 or above to Operation Santa Claus 2015, customers can take an interesting picture at the booth and send it to friends in e-card format. Visitors will also receive special shopping vouchers. By uploading their pictures to Amoy Plaza’s Facebook fan page, customers also stand the chance of winning fabulous prizes! Shopping vouchers are available on a first-come-first-served basis, while stocks last.
Limited Edition Jelly Belly 2016 Desktop Calendar Redemption	Date: From November 21, 2015 onwards Time: 1pm to 9pm Venue: G/F Concierge, Phase 1, Amoy Plaza Redemption method: Customers can redeem a limited edition Jelly Belly 2016 calendar with a purchase of HK\$1000 or above consisting of a maximum of two same-day, machine-printed receipts (one receipt of which must be in the amount of HK\$100 or above and issued by non-F&B outlet) with the corresponding e-payment counterfoils presented. Redemption is on a first-come-first-served basis, while stocks last.

<p>Jelly Belly Interactive Candy Buffet</p>	<p>Date: November 28 and 29, 2015 December 12 and 13, 2015 December 19 and 20, 2015 December 25 to 27, 2015 Time: 1pm to 9pm Venue: G/F Atrium, Phase 1, Amoy Plaza How to join: Customers are entitled to join the workshop once to produce candy of their own favourite flavor by clicking “Like” on the Facebook fan page of Amoy Plaza and presenting a maximum of two same-day machine-printed receipts with a total value of HK\$500 or more (one receipt of which must be in the amount of HK\$100 or above and issued by non-F&B outlet) with the corresponding e-payment counterfoils presented. Daily quotas apply, and availability is on a first-come-first-served basis.</p>
<p>Amazing Christmas Bubble Show</p>	<p>Date: December 25, 2015 Time: 3pm to 4pm Venue: G/F Atrium, Phase 1, Amoy Plaza Guest: Mr. Su Chung Tai Taiwan Bubble Performance Master Content: Bubble art performance</p>
<p>Mr. Jelly Belly Parade</p>	<p>Date: December 25, 2015 Time: 1pm to 3pm Date: December 26, 2015 Time: 3pm to 5pm Venue: Phase 1, 2 & Outdoor Area, Amoy Plaza</p>
<p>Christmas Balloon Parade</p>	<p>Date: December 5 and 6, 2015 December 19 and 20, 2015 Time: 2pm to 4pm Venue: Phase 1, 2 & Outdoor Area, Amoy Plaza</p>
<p>Meet Santa</p>	<p>Date: December 19, 20, 24, 25, 2015 Time: 4pm to 6pm Venue: Phase 1, 2 & Outdoor Area, Amoy Plaza</p>
<p>Carol Singing Performances</p>	<p>Date: December 17 to 20 and 24, 2015 Time: Designated timeslots Venue: Outdoor Area, Amoy Plaza</p>

The Peak Galleria “Jelly Belly Christmas Adventure Ride”

Jelly Belly Christmas Adventure Ride	<p>Date: From now till January 3, 2016</p> <p>Time: 10am to 10pm</p> <p>Venue: Atrium, Level 1, The Peak Galleria</p>
Candy Buffet	<p>Date: From now till January 3, 2016</p> <p>Time: 1pm to 9pm</p> <p>Venue: Level 2, The Peak Galleria (Next to spaghetti 360°)</p> <p>How to join: Customers are entitled to join the workshop once to produce candy of their own favorite flavor by presenting a same-day receipt for a single purchase of HK\$300 or above. Daily quotas apply, and availability is on a first-come-first-served basis.</p>
Limited Edition Jelly Belly Candy Dispenser Redemption	<p>Date: November 21, 2015 to January 3, 2016 (Every Saturday, Sunday and Public Holiday)</p> <p>Time: 10am to 10pm</p> <p>Venue: Concierge, Level 1, The Peak Galleria</p> <p>Redemption method: Customers can redeem a limited edition Jelly Belly Candy Dispenser by clicking “Like” on the Facebook fan page of The Peak Galleria and presenting a maximum of two same-day receipts for purchase of HK\$500 or more. Redemption is on a first-come-first-served basis, while stocks last.</p>
Limited Edition Jelly Belly Postcard Redemption	<p>Date: November 18, 2015 to December 20, 2015</p> <p>Time: 10am to 10pm</p> <p>Venue: Concierge, Level 1, The Peak Galleria</p> <p>Redemption Method: Customers can redeem a limited edition Jelly Belly postcard by presenting a same-day receipt for a single purchase of HK\$100 or above. Customers can also drop the postcard into the collection box in the mall to post their card to friends.</p>
Mr. Jelly Belly Parade	<p>Date: November 21, 2015 to January 3, 2016 (Every Saturday, Sunday and Public Holiday)</p> <p>Time: 3pm to 5pm</p> <p>Venue: Level 1& 2, The Peak Galleria</p>

* Programs are subject to change without prior notice.

* For details of programs, please contact the concierge or refer to in-mall posters.