

For Immediate Release

**Grand Plaza and Gala Place Bring October Fun with
The Halloween Haunted Playground**

(Hong Kong, September 22, 2016) Hang Lung Properties' Grand Plaza, Hollywood Plaza and Gala Place are overflowing with festive frolics for a fun-filled feast of fright in the malls' Halloween Haunted Playground. At Grand Plaza, a carousel-themed decoration and interactive game offer customers the challenge to "catch" 2,500 gifts using their smartphones. Meanwhile at Gala Place, a collaboration with celebrity, Master Joe, and his food brand, Superstar, will pump-up the party mood this Halloween with exclusive handcrafted beers and yummy snacks at Mongkok's first-ever CraftBeerFest@GalaPlace.

From now through October 31, customers spending HK\$400 or more at Grand Plaza, Gala Place and Hollywood Plaza can take part in the interactive game, Halloween Crazy Hunt, at Grand Plaza. Shoppers with smartphones in-hand can take control of the skull claw to catch exciting prizes including instant cameras, top brand sunglasses, and Grand Plaza dining coupons, within a designated time.

The first-ever CraftBeerFest@GalaPlace in Mongkok will take place from September 30 to October 31, which will see Gala Place partnering with local food sensation, Superstar, to offer an exciting array of some 20 local and imported craft beers served alongside scrumptious snacks. Showcasing exclusive beers like "Mak's Beer" lychee beer (limited supply of 200 bottles) and "Black Kite Brewery" ginger flavored beer (limited supply of 500 bottles), chilled and ready to get customers in the Halloween spirit. In addition, customers spending HK\$800 or more at the three malls can redeem a "Black Kite Brewery" designated-flavored handcrafted beer with their name on the label. Gifts are limited in supply and are available for redemption on a first-come, first-served basis.

What's more, a number of restaurants at Grand Plaza including Crostini, La'taste Vietnamese Cuisine, and Segafredo Zanetti Espresso will also be offering special Halloween themed-drinks and desserts during the promotion period to complete your Halloween visit to the mall.

Grand Plaza will also be mounting a party on October 29 (Saturday) with a street parade and a Halloween candy giveaway for everyone. Celebrity make-up artist Jonathan Li and his MOD Makeup Academy team will be helping customers to create Halloween looks. 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 Floor features 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.

About SuperStar

Established in 2016, Superstar carries the belief that dining represents the unique culture of a place, and is committed to promoting Hong Kong's street foods, with the aim of innovation and taking it to a higher level. The brand collaborates with celebrity Master Joe in further highlighting the local elements.

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Photo Caption (1)



The Halloween Haunted Playground at Grand Plaza will feature a carousel-themed decoration.

Photo Caption (2)



Shoppers with smartphones in-hand can take part in the interactive game, Halloween Crazy Hunt, next to the carousel-themed decoration at Grand Plaza to “catch” 2,500 fabulous gifts and dining coupons.

Photo Caption (3)



Customers spending a designated amount at Grand Plaza, Gala Place and Hollywood Plaza can redeem a “Black Kite Brewery” designated-flavored handcrafted beer with their name on the label.

Appendix: Program Details

Redemption Program:

Date: September 22 to October 31	
Time: 1 - 9pm	
Venue: Grand Plaza, Gala Place and Hollywood Plaza	
Halloween Crazy Hunt Interactive Game	Customers having a single purchase of HK\$400 or more (by electronic payment) at the three malls above can take part in the interactive game at 1/F Grand Plaza once, and stand a chance to win fabulous prizes including instant cameras, top brand sunglasses, and Grand Plaza dining coupons, etc.
Halloween Treats	Customers spending HK\$800 or more (by electronic payment) at the three malls above can get a redemption voucher at 1/F Grand Plaza by presenting a maximum of two same-day receipts. The voucher can be used to redeem a "Black Kite Brewery" designated-flavored handcrafted beer with their name on the label at CraftBeerFest@GalaPlace.

CraftBeerFest @Gala Place	Date: September 30 to October 31 Time: 12nn - 10pm Venue: Gala Place Details: The first-ever outdoor Craft Beer Fest in Mongkok, offering some 20 local and imported craft beers with scrumptious snacks.
	Date: October 29 Time: 6:30 - 9:30pm Details: Party with a street parade and a Halloween candy giveaway. Celebrity make-up artist Jonathan Li and his MOD Makeup Academy team will be helping customers to create Halloween looks. Spending any amount at CraftBeerFest@GalaPlace gives customers the chance to enjoy the professional make-up service!

Terms & Conditions:

- Each original same-day machine-printed receipt and e-payment counterfoil can be used only once for the purpose of redemption.
- Gifts are limited in supply and redemption is on a first-come, first-served basis, while stock lasts.
- For 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 reserves the right to make all final decisions.