

For Immediate Release

Grand Plaza & Gala Place Join Campbell's for a Heartwarming Lunar New Year Celebration with the "Twist for Good Fortune" Campaign

The World's Tallest Five-meter-tall Campbell's Can-shaped Gashapon Machine & Lunar New Year Print by Young Local Artist Vivian Ho Shower Blessings on Shoppers

(Hong Kong, February 1, 2018) Grand Plaza, Hollywood Plaza and Gala Place ring in the Year of the Dog with American household name, Campbell's, and the "Twist for Good Fortune" campaign. Inspired by Campbell's famous soup can, a giant Gashapon machine standing five meters tall will pop-out special edition capsules filled with goodies as shoppers satisfy their desire for the latest limited edition merchandise at Campbell's Lunar New Year Pop-up Store. Meanwhile, young local talent, Vivian Ho, spreads auspicious wishes with a specially designed Lunar New Year print combining creative elements and festive traditions.

From today till March 4, a five-meter-tall Gashapon machine in the shape of a real Campbell's soup can will stand prominently in front of Gala Place and launch mini Campbell's soup can capsules onto a golden rail with every turn of the hand crank, to keep the good luck wishes flowing this Lunar New Year. During the campaign, customers spending any amount by electronic payment at Grand Plaza, Hollywood Plaza or Gala Place can try their luck on the Gashapon machine, with the chance to take home a limited edition Campbell's gift or an exclusive offer from selected merchants at the three shopping malls.

Young and emerging local artist Vivian Ho depicts a Lunar New Year celebration on the streets of Mongkok in an East-meets-West New Year print with the iconic motifs of the red-white Campbell's canned soup and a Gashapon machine alongside festive elements such as firecrackers, a lion dance, gold ingots and fai chun. The themed print has also been translated into a "Canned Blessings" collage. Each can in the composition can be turned around to show a cool, contemporary auspicious saying, such as "Travel like a jetsetter" and "Six-pack abs stay". Customers who upload their photos taken in front of the collage to Facebook or Instagram and follow Grand Plaza on Facebook, Instagram, or WeChat, can get a limited edition fai chun set designed by Vivian Ho as gift. In addition, customers spending a designated amount can redeem a limited edition set of red packets, a folder, or thermal mug. What's more, customers can create a DIY Valentine's Day or Lunar New Year edition Campbell's canned soup with customized motif and message as a heartfelt present for their loved ones.

Meanwhile, the Campbell's Lunar New Year Pop-up Store will dish out myriad festive experiences for fans to eat, drink, and be merry while contributing to a charitable cause. The Gala Place store will stage the debut of an exciting collection of merchandise flown-in

from the United States, including the Campbell's x Moleskine notebook, a printed tote bag, and a delicious collection of organic cream soups from America and Australia. Customers can keep warm with a sumptuous cup of Campbell's cream of mushroom, minestrone or New England Chowder for HK\$30, with part of the proceeds donated to Food Angel to give a warm hug to the underprivileged during the Lunar New Year festivities.

Campbell's is also collaborating with local café, Lof10, to open the first Pop-up Café at Grand Plaza, offering gourmet dishes prepared with Campbell's canned soup in an instantly recognizable setting, decked out in red and white. On the first floor of Grand Plaza, the "Delicious Collectibles Exhibition" will showcase a specially curated array of exclusive memorabilia on loan from America, including Campbell's figurines, jigsaw puzzles, and iconic tableware. Customers who avail themselves of the hair-coloring services at Corner in Grand Plaza can also enjoy a free trial of Campbell's Mini Toast. For more detailed information about the program, 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.

About Campbell's

Campbell Soup Company is a leading global canned soup producer with a rich history of over a century. The company, with a recognizable brand image in red and white, has become a household name among global consumers, loved in particular for a flavorful

collection of soup. With food products selling in 120-plus countries, Campbell continues to offer new tastes besides condensed soup, including condensed foods, non-condensed soup, instant powdered soup, gravy and more. In Hong Kong, Campbell's is an established canned soup brand famous for offering flavorful, nutritious, and readily available enjoyment, with annual sales amounting to thousands of millions of cans.

About Vivian Ho

A graduate of Wesleyan University, Vivian Ho is an emerging Gen Y artist and illustrator in Hong Kong. She has participated in numerous exhibitions since she was a student, with works procured by overseas and mainland collectors and featured in international art journals. Her works deal with everyday living in a manner that mixes the real and the surreal, with strong reference to her emotional attachment to Hong Kong society.

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Media contact:

Cheung Ka Wing
Corporate Communications Manager
(Media Relations)
(852) 2879-0360
WingKWCheung@hanglung.com

Sharon Cheung
Assistant Manager
Corporate Communications
(852) 2879-6281
SharonCheung@hanglung.com

Photo Caption (1)



Hang Lung Properties' Director - Leasing & Management Ms. Bella Chhoa (3rd from right), General Manager – Leasing & Management Mr. Victor Ng (2nd from left), Campbell's Soup Asia Limited General Manager – Hong Kong and Taiwan Ms. Heidi Nam (3rd from left), Marketing Manager Ms. Grace Au (1st from left), Yau Tsim Mong District Council Member Mr. Chow Chun Fai (1st from right), and local artist Vivian Ho (2nd from right) officiate at the Kick-off Ceremony for the “Twist for Good Fortune” Lunar New Year campaign.

Photo Caption (2)



This Lunar New Year, the world's tallest Campbell's Canned Soup Gashapon machine, standing at five meters tall, and the Campbell's Lunar New Year Pop-up Store will land at Gala Place for heartwarming festive celebration.

Photo Caption (3)



The Campbell's Lunar New Year Pop-up Store at Gala Place will debut an exciting collection of Campbell's limited edition merchandise and organic soups from America and Australia. Fans and collectors will not want to miss this!

Photo Caption (4)



Young emerging local artist, Vivian Ho, depicts an East-meets-West Lunar New Year celebration on the streets of Mongkok in a special New Year print, with the iconic motifs of Campbell's canned soup and a Gashapon machine, alongside festive elements such as firecrackers, a lion dance, gold ingots and fai chun. This themed print has also been translated into a "Canned Blessings" collage with contemporary auspicious saying.

Photo Caption (5)




Customers spending a designated amount by electronic payment at Grand Plaza, Gala Place and Hollywood Plaza can redeem a limited edition set of red packets, a folder, or thermal mug, and also create a DIY Valentine's Day or Lunar New Year edition Campbell's canned soup with customized motif and message to take home.

For more high-resolution photos of the campaign, please download from the link:
https://www.dropbox.com/sh/42in0r7520k1c3p/AABwEW7cqA0x_W9Kk84Z44vIa?dl=0

Appendix: Event Details

<p>Campbell's Canned Soup Gashapon Machine</p>	<p>Date: From now until March 4 Time: 12nn – 9pm Venue: G/F, Gala Place Details: Customers spending any amount by electronic payment at Grand Plaza, Hollywood Plaza, or Gala Place, or spending HK\$80 or above in the Campbell's Lunar New Year Pop-up Store can try their luck on the Gashapon machine once, with the chance to take home a limited edition Campbell's gift or an exclusive offer from selected merchants at the three shopping malls.</p>
<p>Campbell's Lunar New Year Pop-up Store</p>	<p>Date: From now until March 4 Time: 12nn – 9pm Venue: G/F, Gala Place Details: The Campbell's Lunar New Year Pop-up Store will stage the debut of an exciting collection of merchandise and a delicious collection of organic cream soups from America and Australia, with part of the proceeds donated to Food Angel to give a warm hug to the underprivileged during the Lunar New Year festivities.</p>
<p>“Canned Blessings” Collage</p>	<p>Date: From now until March 4 Time: 12nn – 9pm Venue: G/F, Gala Place Details: Emerging local Gen Y artist, Vivian Ho, celebrates Chinese New Year with the “Canned Blessings” Collage. Each can in the composition can be turned around to show a cool, contemporary auspicious saying. Customers who upload photos to Facebook or Instagram and follow Grand Plaza on Facebook, Instagram, or WeChat can get a limited edition fai chun set designed by Vivian Ho as gift.</p>
<p>Campbell's x Lof10 Pop-up Cafe</p>	<p>Date: From now until March 4 Time: 11am – 9pm Venue: 1/F, Grand Plaza Details: Campbell's is also collaborating with local café Lof10 to open the first Pop-up Café at Grand Plaza, offering gourmet dishes prepared with Campbell's canned soup. In addition, customers who avail themselves of hair-coloring services at Corner at first floor of Grand Plaza can also enjoy a free trial of a designated Campbell's Mini Toast.</p>

	
<p>Delicious Collectibles Exhibition</p>	<p>Date: From now until March 4 Time: 1 – 9pm Venue: 1/F, Grand Plaza Details: A specially curated array of exclusive memorabilia on loan from America is on display, including Campbell’s figurines, jigsaw puzzles, and iconic tableware.</p>


Gift Redemption

Date: From now until March 4

Time: 1 – 9pm

Venue: 1/F Grand Plaza

Details: Customers spending a designated amount by electronic payment at Grand Plaza, Hollywood Plaza, or Gala Place can redeem selected limited edition gifts or a “canned blessing” by presenting up to two same-day electronic payment receipts.

<u>Spending</u>	<u>Redemption Period</u>	<u>Gifts</u>
HK\$380 or above	Feb 1 - 15	A set of red packets and a limited edition folder designed by young emerging local artist, Vivian Ho.
	Feb 16 – Mar 4	A limited edition folder designed by Vivian Ho and a Campbell's graphic folder.
HK\$500 or above [^]	Feb 1 – Mar 4	<p>A Valentine’s Day or Lunar New Year edition Campbell’s can with an auspicious message printed on it on-site (Daily quota: 50)</p> 
HK\$1000 or above		A limited edition thermal mug

[^]Customers are required to “follow” the official Grand Plaza Facebook page, Instagram, or WeChat account.

Terms & Conditions:

- Each set of same-day, machine-printed, original receipts and corresponding electronic payment counterfoils is eligible for gift redemption or participation of the Gashapon machine game once only;
- Limited quantities of gifts are available on a first-come, first-served basis;
- Terms and conditions apply. For details, please refer to the official Facebook page of Grand Plaza and promotional materials in the three malls;
- In the event of disputes, Hang Lung Properties and Campbell Soup Asia Limited reserve the right of final decision.