

For immediate release

New Flagship Store of Shanghai Tang Opens On 1 Duddell Street

(Hong Kong, April 12, 2012) Contemporary Chinese fashion pioneer Shanghai Tang already opened its new flagship store, Shanghai Tang Mansion, on Hang Lung Properties' 1 Duddell Street.

The 3-level Shanghai Tang Mansion has a total retail floor area of 15,000 square feet, selling Women's collections, Men's collections, Kids' Wear and Accessories. Shanghai Tang, which has long been committed to promoting and revitalizing China's rich cultural past, will bring new blood to historic Duddell Street. This prime store location owned by Hang Lung Properties echoes Shanghai Tang's positioning as an ambassador of chic Chinese lifestyle.

Hang Lung Properties has continuously introduced a wide variety of reputable brands to its properties to enhance customers' shopping experience. In addition, tenants are provided with excellent services to foster the best shopping environment. Enjoying an ideal location, 1 Duddell Street is in the heart of Hong Kong's Central business and shopping district. It is a Grade A office tower owned by Hang Lung Properties Limited, offering a wide variety of themed floors where smart outlets of beauty-related products and services, home décor goods and high-end audio and visual products can be found. Shanghai Tang's new location at Duddell Street will certainly create synergies with the shops nearby.

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. Having built up a diversified portfolio of investment properties in Hong Kong, the Company ventured into mainland China in 1992,

developing two landmark properties, Plaza 66 and Grand Gateway 66, in Shanghai. Riding on this success, the Company's footprint has expanded to Shenyang, Jinan, Wuxi, Tianjin, Dalian, and now Kunming following the successful acquisition of a prime site in that city in September 2011. Subsequent to the grand openings of Palace 66 in Shenyang in 2010 and Parc 66 in Jinan in 2011, the next world-class investment property to come on stream will be Forum 66 in Shenyang.

For more information, please visit :

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Photo Caption



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