

To: Editors

Date: 6 November 2008
For immediate release**Hysan wins Best Practice Award in Project Leadership**

Hysan Development Company Limited has won the 2008 Best Practice Award in Project Leadership for the “Art Tour”, a venture created in partnership with Chung Ying Theatre Company and the Hong Kong Academy for Performing Arts (APA). It was also strongly supported by the Multimedia and Internet Technology Department of the Hong Kong Institute of Vocational Education, and the Young Entrepreneur Development Council. The Best Practice Awards are organised by Best Practice Management to recognise outstanding corporations with best practices.

The Art Tour is a performing arts appreciation programme that has already served more than 500 school children from Tin Shui Wai, Tung Chung and Shum Shui Po. Tours were arranged in December 2007 and June 2008 to introduce theatrical arts to students through participation, discussion and appreciation. At the start of each tour, students visited APA in Wan Chai to learn about stage production, props making, operation of technical systems, etc. They then either joined costume making workshops (2007) or drama workshops (2008), which were designed to give them hands-on experience. There were also opportunities to see professional performances: “Cyrano de Bergerac” (2007), or “Tuesdays with Morrie” (2008), together with post-show discussions to further stimulate their interests. Knowledgeable “tour guides” and corporate volunteers accompanied the students throughout the tours to provide further perspectives on the arts.

“Hysan’s corporate values include ‘Thought Leadership’, which guides the Company to create innovative and successful solutions to problems,” said Mr. Mark Tung, Hysan’s Head of Corporate Communications. “This wish to lead translates well into different projects we do. So when Hysan and its partners saw a genuine need to help more youngsters to be closer to the arts, we came up with specific objectives and turn it into an original and entertaining programme,” said Mr. Tung.

“Hysan also helped to assemble the right team and motivated the guides and volunteers to carry out the programme with precision and heart,” added Mr. Tung.

“We are most grateful to the Best Practice Management judging panel for the Project Leadership Award, and we must thank all our partners for sharing our vision and taking the lead to do something unique for these youngsters.”

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Hysan Development is a leading property investment, management and development company in Hong Kong with a major portfolio in high-quality office, retail and residential properties. It is the largest commercial landlord in the prime office/retail Causeway Bay district. In September 2008, Hysan became a constituent member of the FTSE4Good Global Index, one of the best known indices for socially responsible investment.

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