

NEWS RELEASE

To: Editors

Date: 29 November 2011
For immediate release

**“The Business of Life”
Hysan Celebrates 30 Years of Public Listing**

[Hong Kong – November 29th, 2011] Hysan Development Company Limited (SEHK.0014; Hysan) affirms its long standing focus to shape and sustain Causeway Bay’s unique position as the Heartbeat of Hong Kong, as the company celebrates its 30th anniversary as a publicly listed company.

Addressing a cocktail reception today at the Lee Gardens marking the memorable occasion, Ms Irene Lee, Hysan’s Chairman, said, “Hysan and Causeway Bay’s history and future are intertwined. Causeway Bay is our home. Throughout these years, as we relentlessly build our platform for sustainable growth, we are also creating a unique and exciting working and shopping environment for tenants, locals and visitors. ”

Officiating at the ceremony, the Hon John Tsang, Financial Secretary of HKSAR, congratulated Hysan for its contribution to the expansion and diversification of Causeway Bay over the past decades.

Sharing the milestone and Hysan’s vision at today’s event were Hysan’s shareholders, tenants, community leaders, business partners and friends, as well as Hysan’s management and staff.

“On behalf of our shareholders, I thank our colleagues and my fellow Board members for their steadfast contribution to the Group throughout the years. We are committed to creating the most vibrant business community in Hong Kong and to shape our district into a choice location for people to work, live and play. We are very proud to be an active and long standing member of Causeway Bay, the Heartbeat of Hong Kong,” said Ms Lee.

The much-anticipated next milestone of Hysan will be the 2012 summer launching of Hysan Place, the first ever “LEED” platinum building in Hong Kong. With the specially designed “Urban Windows” and roof garden, Hysan Place is set to become a green landmark in the heart of bustling Causeway Bay.

“Hysan Place will be the only triple A grade building to open on the island in 2012 and the only triple A grade commercial building in Causeway Bay in 15 years. Hysan Place is our most prominent redevelopment in recent years. It will bring a breath of fresh air to our neighbourhood. This building demonstrates our commitment to find greener solutions, for our buildings and for Causeway Bay. It is an example that business can successfully combine corporate social responsibility with commercial drivers to achieve sustainability. Our tenants and visitors alike will be delighted with the work-life balance that Causeway Bay and Hysan jointly offer,” said Ms Lee.

Hysan’s contribution to Causeway Bay’s 24-7 momentum is also evidenced in the refurbishment of 18 Hysan Avenue, which brought on a brand new look and style to the property and the vicinity. At the same time, the retail portfolio at One Hysan Avenue and Leighton Centre is being restyled and transformed to be an integral part of the trendy fashion retail hub in the area, featuring flagship stores of celebrated names such as leading edge fashion retailer I.T., luxury Dutch denim label G-Star Raw and the soon-to-be-opened preppy Jack Wills from the UK. Hysan is confident that the strong flow of inbound tourists would continue to bode well for its retail business partners.

The vibrancy of Causeway Bay was captured in three large scale paintings finished at the reception by three student artists led by Prof. Carl Johnson of the Savannah College of Art and Design (SCAD) in Hong Kong. Named “Panoramic Causeway Bay”, “Chic Causeway Bay” and “Pixel Causeway Bay”, the paintings showcase the young artists’ audacity and innovation.

Hysan as a listed company which started in 1981 with an asset injection of five buildings (the Leighton Centre, Hennessy Centre, One Hysan Avenue, Sunning Plaza and Sunning Court) from the Lee family’s private company. To add excitement to the mix, the family home, built across the huge stretch of land currently occupied by Bamboo Grove, was included for redevelopment into luxury residential units. Later on Hysan also bought and redeveloped the Lee Gardens Hotel into a premium office and retail space, now home to many international corporations, investment bank, luxury fashion brands and renowned restaurants.

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Officiating guest, The Honourable John Tsang, Financial Secretary of the HKSAR, was greeted by Irene Lee, Chairman of Hysan Development Company Limited and Gerry Yim, Chief Executive Officer of Hysan Development Company Limited at the cocktail reception that marked the 30th anniversary of Hysan's public listing.



Irene Lee, Chairman of Hysan Development Company Limited shares Hysan's milestone and vision with guests in her address at the memorable occasion.



The Honourable John Tsang, Financial Secretary of the HKSAR, and Irene Lee, Chairman of Hysan Development Company Limited toast to the future of Hysan and to Causeway Bay.

About Hysan

Hysan Development Company Limited is a leading property investment, management and development company in Hong Kong with an investment property portfolio of over 4 million square feet of high quality office, retail and residential space. Hysan Place is the latest milestone development in the company's long-standing history in Causeway Bay. With roots in the district since the 1920s, Hysan is the largest commercial landlord in Causeway Bay.

For media inquiries, please contact:

Alice Lo

Assistant General Manager
Corporate Communications
Hysan Development Company Limited
Tel: (852) 2830 5154
E-mail: alice.lo@hysan.com.hk

Maria Chan

Assistant Manager
Corporate Communications
Hysan Development Company Limited
Tel: (852) 2830 5176
E-mail: maria.chan@hysan.com.hk