

For immediate release

Crazy Bungy Battle Royale Celebrating 10 years of extraordinary adventures at Macau Tower!



(18th December, 2011 – Macau) Marking the momentous occasion of Macau Tower 10th Anniversary and the 5th Anniversary of the World's Highest Bungy Jump, "Crazy Bungy Battle Royale" is held today, bringing together 20 participants dressed in their most outrageous outfits, to experience the sensation of free falling in the sky and contend for the title "King of Crazy Bungy". AJ Hackett, the

Godfather of Bungy Jumping, concluded the day with his jump as an encouragement to all contestants. Finally, three Kings of Crazy Bungy were elected and crowned under the witness of all guests and spectators.

Joining hands with AJ Hackett, Macau Tower brought about the "World's Highest Commercial Bungy Jump" under Guinness World Records five years ago. It has since been extremely popular amongst locals and visitors from around the globe, attracting many thrill-lovers and media to arrive here and rise to the challenge. To this day, more than 40,000 guests of all ages have done the Bungy Jump at our site. The youngest challenger was only 11 years old while the eldest was 83 years old. One of our customers, a hardcore bungy enthusiast, has so far made 32 jumps with us which is itself a brilliant record. AJ Hackett Bungy Jumping is not merely about fun and excitement; it has also taken up a philanthropic role in contributing to society. For instance, in 2008, Macau Tower hosted a Bungy Marathon to raise fund for those affected by the earthquake of Sichuan.



Today, the "Crazy Bungy Battle Royale" has brought together 20 participants, contending for the title "King of Crazy Bungy" in their wacky outfits for the 10th anniversary celebration of Macau Tower. All participants are dressed in their unique costume, including classical heroes like Batman, Superman and Cat Woman, or the lovely cartoon characters like Tigger, Powerpuff Girls, or even the green army



officer, Little Red Riding Hood, etc. One by one, each participant leapt free style from 61st floor, with their courage and creativity earning warm applauses and admiration from onlookers.

AJ Hackett, Godfather of Bungy Jump, concluded the event with his perfect jump in tuxedo, the outfit which he wore when he leapt into fame from the Eiffel Tower years ago. He then presented the awards to the three winners.

In the meantime, Crazy Bungy Carnival was opened to the public at the Outdoor Plaza throughout the event, with street dance performances, clown performance and creative sand drawing workshop for kids, attracting lots of citizens to enjoy good fun with families and friends.

Senior Associate Director of Group Marketing Department, Shun Tak Holdings Limited, Mr. Vincent Tung said, "We would like to express our sincere thanks to everyone for supporting this event today. We hope that the spirit of courage and innovation will be continued so that we can bring more enchantments to the sky of Macau."

To extend the philanthropic spirit of Bungy Jump, half of the event revenue will go to Macau Red Cross in support of those in need.



On December 19, 2011 (Monday) 6:00pm, Macau Tower will be lit with a 3 minute pyrotechnic show. The best viewing locations include Penha Hill and the lakeside promenade next to One Central Shopping Mall. A cocktail will be hosted by Macau Tower that same evening to celebrate with friendly partners and associates, and awards will be presented to winners of the souvenir design contest held earlier.

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