

For immediate release

**Chief designer of Hello Kitty says “Hello” to Macau fans
Ms. Yamaguchi Yuko makes debut appearance at Macau Tower**

(21 August, 2010 – Macau) For those who have already met Hello Kitty at the “Road to become a Super Star” exhibition jointly presented by Macau Tower and Sanrio, the diva’s road to fame should now be a familiar story. But how much do you know about the behind-the-scene champion of this ever-popular kitten? Today at Macau Tower, Ms. Yamaguchi Yuko - chief designer of Hello Kitty, made her first public appearance in Macau to meet fans of the popular character. During the event, Yuko-san gave out special autographs as well as shared her inspirations on how she crafted this world famous cat.

Ms. Yamaguchi Yuko has been serving as Hello Kitty’s chief designer since 1980. Through the injection of upbeat elements close to the pulse of young individuals, Hello Kitty has continued to mesmerize girls from all generations. To this day, Yuko-san remains tireless with her effort in bringing Hello Kitty to the next level of popularity, through the introduction of innovative designs and product offers.

Making her debut today along with the Kitty mascot, the lovely ladies toured the “Road to become a Super Star” exhibition at Macau Tower and relived fond memories working together in movies and catwalks. Following such, 50 lucky fans short-listed from a ballot held earlier, joined them in an autograph signing session, where Yuko-san revealed her creative inspiration, Hello Kitty’s newest plans and shared her success stories. After autograph-signing, another 30 fans joined Hello Kitty at a meet-and-greet session to take photos, with everyone returning home with their hands full.

For official photos and more details on this event or Macau Tower’s latest promotions, please logon to <http://www.macautower.com.mo> or contact the Corporate Communications Department.

Media Enquiry:

Shun Tak Holdings Limited - Corporate Communications Department

Benjamin Tang Assistant Manager, Corporate Communications Tel: (853) 6623 3148

Cyndi Tang Corporate Communications Coordinator Tel: (853) 6228 4016