

CHEUNG KONG GROUP



Cheung Kong Holdings



Hutchison Whampoa



Cheung Kong Infrastructure



Hongkong Electric

Press Release

Cheung Kong Group Wins 5 Reader's Digest Trusted Brands Awards Most Number of Awards Received by a Conglomerate

(23 April, 2008 – Hong Kong) At the Reader's Digest Trusted Brands 2008, the Cheung Kong Group won 5 Trusted Brands Awards – this represents the most number of awards received by a conglomerate.

The 5 Trusted Brand Awards were granted to the following Cheung Kong Group members: Mr. Juicy – Platinum Award in the “Juice” category; Watsons Water – Platinum Award in the “Water/ Mineral Water” category; Cheung Kong (Holdings) Limited – Gold Award in the “Property Developer” category; PARKnSHOP – Gold Award in the “Supermarket Chain” category; and Sunkist – Gold Award in the “Juice” category.

The Cheung Kong Group has a longstanding record at the Trusted Brands Awards. Watsons Water has been named a Trusted Brand for 10 consecutive years, while Mr. Juicy and Sunkist have respectively received the awards for the past 6 and 5 years running. Since the “Property Developer” and “Supermarket Chain” categories were established 3 years ago, Cheung Kong (Holdings) Limited and PARKnSHOP have been named award winners.

The Reader's Digest Asia Trusted Brands Survey (previously known as Reader's Digest SuperBrands) has been carried out annually for the past 10 years. It is one of the most representative branding surveys in Asia. The survey was carried out by The Nielsen Company for Reader's Digest. Consumers were surveyed in 8 countries and regions, namely Hong Kong, Mainland China, Malaysia, Singapore, Taiwan, Thailand, the Philippines and India. Consumers were asked to name their most trusted brands according to six criteria: trustworthiness, outstanding image, quality, value, understanding of customer needs, and innovation.

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Photo Caption

The Cheung Kong Group won 5 awards in Reader's Digest Trusted Brands 2008; this represents the most number of awards won by a conglomerate. Pictured here are (from left to right) Ms. Angie Lee, Head of Marketing of PARKnSHOP; Ms. Linda Chan, Marketing Manager of Watsons Water; Mr. Joseph Lau, Director of Cheung Kong Real Estate Limited; Ms. Priscilla Tong, Assistant Category Marketing Manager of Citrus Growers International; and Ms. Lilian Au, Marketing Director of Citrus Growers International.

