



長江實業地產發展有限公司

CHEUNG KONG PROPERTY DEVELOPMENT LIMITED

Press Release

Le Prestige TVC Wins 2010 TVB “Most Popular TV Commercial” Award

(17 May, 2010 – Hong Kong) – The television commercial for Le Prestige at LOHAS Park, a residential project developed by Cheung Kong (Holdings) Limited (“Cheung Kong”), recently won the “Most Popular TV Commercial Award – Residential Development/Property” at the 2010 TVB Most Popular TV Commercial Awards competition.

Entitled “Teddy Bear,” the TV commercial series employs a warm-hearted, cosy approach to highlight the convenient, luxurious and relaxing offerings at Le Prestige, embodying a lifestyle that many young families aspire to.

The accolade is a testament to the TV commercial series’ popularity as well as Le Prestige’s positive brand image amongst Hong Kong people.

Le Prestige is situated atop LOHAS Park, Hong Kong’s largest MTR station. The first phase of the development, featuring 1,688 units, was put on the market in 2009 and received an overwhelming response with all units sold within the first few days.

Mr Francis Wong, Director of Cheung Kong Real Estate Limited, said, “We are very pleased to receive the Award as it represents the advertising industry and the general public’s recognition of Le Prestige’s successful marketing campaign and strategy.”

By adopting the storyline of an impending visit by friends from abroad, the commercial series uses the protagonist’s gigantic teddy bear as a motif to illustrate the many attractive features of Le Prestige: the development’s grandeur, design concept, the location’s convenience, the Twin Gardens, Twinkling Art Corridor, Club Galaxy and overall spacious surroundings. With the help of computer-generated imagery (CGI), the teddy bear appears in different guises, including a train conductor, a gentleman and a sleeping baby throughout the commercial.

Organized by Television Broadcasts Limited, the annual TVB Most Popular TV Commercial Awards competition is an important event in Hong Kong’s advertising industry. The objective of the Awards is to give recognition to and celebrate excellence in



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the television advertising industry. All entries are judged by a highly experienced team of professionals chosen from the media, marketing and advertising industries. For each award category, five entries with the highest scores are shortlisted for voting by the public, and the entry with the highest number of votes will be the winner in its respective category. All votes are audited by professional accountants to ensure fairness and transparency.

- End -

Photo Caption

Le Prestige's television commercial series uses the protagonist's giant teddy bear as a motif to illustrate the many attractive features of the development. The teddy bear appears in different guises throughout the commercial, including that of a train conductor.

