



## First Warner Bros. Studio Store Opens at Macau

(Macau and Hong Kong, 20 October 2006) -- Warner Bros. Consumer Products (WBCP), PMW Retail Group Ltd. (PMW), a subsidiary of Hutchison Harbour Ring Limited (HHR), and Cartoon Matters Co. Ltd., a subsidiary of Shun Tak Holdings Ltd., today celebrated the grand opening of the first Warner Bros. Studio Store in Macau.

The 300 square-meter store occupies part of the Macau Tower Convention and Entertainment Center. The store is operated by Cartoon Matters, which has been granted the rights to open and operate Warner Bros. Studio Stores in Macau, through a sub-license from PMW.

The Warner Bros. Studio Store at Macau Tower offers a diverse assortment of quality merchandise inspired by the glamour and excitement of Warner Bros. Entertainment's range of personalities, from the irreverent humor of *Tweety* and the *Looney Tunes*, the non-stop chase of *Tom and Jerry*, the magic of *Harry Potter*, to the super powers of *DC Comics' Superman* and *Batman*.

"The entertainment properties of Warner Bros. continue to gain popularity in China and the opening of this first Warner Bros. Studio Store in Macau is a significant milestone for us," said Mr. Jeffrey Whalen, Senior Vice President, International Licensing, WBCP, at the grand opening ceremony. "Following the debut of our Shanghai flagship store in March, the Macau store opening expands the retail reach of our properties in China into another significant market."

Ms. Michelle Chan, Group Managing Director of HHR, parent company of PMW, which holds the exclusive rights of Warner Bros. Studio Stores in Mainland China, Hong Kong and Macau, spoke of her confidence in this partnership, "WBCP is one of the leading and most diversified licensing and retailing organisations in the world. Coupling the strong entertainment brands of Warner Bros. with the unique marketing edge of Shun Tak in the travel and tourism sector, this cooperation will bring our beloved characters to fans in this fast-growing tourist destination."

Executive Director of Shun Tak Holdings Ltd, Ms. Maisy Ho, said it was a privilege for Cartoon Matters to work with WBCP and PMW in an effort to bring the Warner Bros. Studio Store business to Macau. "We believe Macau holds enormous potential in its retail service industry. We are aiming to offer customers better choices, and from there, we are dedicated towards building Macau as a new shopping hub within the Pearl River Delta. Our Group has a solid presence in this city and commands an extensive business network; this gives us a definite advantage in entering the brand retailing business."

A grand opening ceremony was held with executives from the three companies, celebrities, performers and a lineup of popular Warner Bros. and DC Comics characters in a lively stage show.

The celebration was a dazzling live show on its own. *Tweety* led the way along with 9 dancers in an exhilarating performance, followed by the famous *Looney Tunes* characters in a delightful musical. The occasion was drawn to its climax when *Batman* flew down from the top of Macau Tower to rescue Hong Kong popular artistes *Stephy Tang* and *Miki Yeung* from the hands of villain *Ra's Al Ghul*.

Warner Bros. Consumer Products and PMW Retail Group Ltd. opened the first Warner Bros. Studio Store in China earlier this year in Shanghai.

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#### **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organisations in the world.

#### **About Hutchison Harbour Ring Limited**

Hutchison Harbour Ring Limited (“HHR”), a subsidiary of Hutchison Whampoa Limited, is a leading company in the toy industry. The company specialises in production of a wide range of toys for world leading toy brands. HHR’s subsidiaries are also engaged in the design, marketing and sales of telecommunication accessories, premium and electronic products, licensing as well as property investment. HHR has been listed on the Stock Exchange of Hong Kong since 1991 (Stock Code: 715).

#### **About Shun Tak Holdings Ltd.**

Shun Tak is a leading listed conglomerate, with core businesses in the property, hospitality, transportation and investments sectors. It has a successful proven track record in the property markets in Hong Kong and Macau and currently owns one of the largest land banks in Macau among listed companies in Hong Kong. Shun Tak was a pioneer in top-tier hotel services in Macau through its investments in Mandarin Oriental Macau and Westin Resort Macau. Macau Tower Convention & Entertainment Centre, managed by Shun Tak, is an established landmark in Macau. Shun Tak has the largest fleet of high speed passenger ferries in Asia operating in its established air-sea multi-modal transportation network within the Pearl River Delta to complement Macau’s vibrant development. Shun Tak’s shares are listed on the Hong Kong Stock Exchange.

#### **About DC Comics**

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as Superman, Batman, Wonder Woman and the Sandman. These DC Super Heroes and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics’ web site is located at [www.dccomics.com](http://www.dccomics.com).

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