



Press Release

Cheung Kong Wins Trusted Brands Gold Award for 4 Consecutive Years

(29 April, 2009 – Hong Kong) At the Reader's Digest Trusted Brands 2009, Cheung Kong (Holdings) Limited ("Cheung Kong") won the Gold Award in the "Property Developer" category, representing the fourth consecutive year of receiving this accolade.

The Reader's Digest Trusted Brands Survey (previously known as Reader's Digest SuperBrands) has been carried out annually for the past 11 years. It is one of the most representative branding surveys in Asia. The "Property Developer" category was established in 2006, and Cheung Kong has been named the Gold Award winner ever since then.

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 and Credibility", "Quality", "Value", "Understanding of Customer Needs", "Innovativeness" and "Social Responsibility".

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