



Shun Tak Holdings Limited
信德集團有限公司

For immediate Release



**Shun Tak Group and subsidiaries pledge to save the planet
Lights off at various locations in support of WWF's Earth Hour on March 26th**

(March 25, 2011 – Hong Kong & Macau) Tomorrow will mark the third year of Shun Tak Holdings Limited's participation in the Earth Hour campaign. Nine premises plus transport services of the group's various subsidiaries in Hong Kong and Macau will switch off non-essential illumination between 8:30pm and 9:30pm on March 26th in support of WWF's Earth Hour 2011. The lights-off action by the group's office and residential buildings, tourist landmark and ferries is part of the concerted global efforts in mitigating climate change, testifying to the group's commitment in environmental sustainability.

The participating premises in Hong Kong and Macau include Shun Tak Centre, The Belcher's, Liberte, One Mongkok Road Commercial Centre, One Central Residences Nova City, Nova Taipa Garden, La Oceania and Macau Tower Convention and Entertainment Centre. Public support has been solicited well ahead of the event from tenants and residents. The celebrated landmark and tourists' attraction of Macau – Macau Tower, will switch off all non-essential lightings except on the observation deck and those for aviation purpose. Shun Tak's high speed ferry service – TurboJET, will suspend onboard entertainment on all its Pearl River Delta routes during the hour to spread the message of energy saving.

Shun Tak has been an ardent supporter of Earth Hour since its launch by WWF Hong Kong in 2009. Managing Director of the Group Ms Pansy Ho said, 'Building environmental sustainability is of paramount importance to the Shun Tak Group. This is the third year we are supporting Earth Hour. We shall carry on the tradition of corporate social responsibility and champion "go beyond the hour" spirit for the protection and sustainable use of natural resources.'

Eric Bohm, WWF-Hong Kong's CEO said, "WWF is very grateful to Shun Tak Holdings Limited for the support of Earth Hour. WWF aims to rally together 2.5 million people in Hong Kong and Shun Tak Holdings Limited's support is vital to the success of the campaign. This year, WWF is calling on people not only turn off their lights for one hour, but go beyond that hour and consume wisely from now on. We must do it for our planet, and we have only ONE planet."

For more information on Shun Tak Holdings Limited, please log onto the official website <http://www.shuntakgroup.com>, or contact the Corporate Communications Department.

Media enquiry:

Corporate Communications Department, Shun Tak Holdings Limited.

Ms. Agnes Chen Assistant Corporate Communications Manager Tel: +852 2859 3403

Ms. Cyndi Tang Corporate Communications Coordinator Tel: +852 2859 8657