

FOR IMMEDIATE RELEASE



AsiaMalls

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Liang Court presents Kodomo No Hi



Liang Court celebrates the unique bond between fathers and sons at Japan Children's Day

Singapore, 14 April, 2014 - This April & May, Liang Court celebrates Kodomo No Hi (also known as Children's Day in Japan) with a series of events such as Children's Day Games Carnival², Obstacle Course Challenge and a Spring Hello Market.

Kodomo no Hi¹, also known as Boys' Day, is celebrated on May 5th in Japan. Families fly Koinobori (carp streamers) for their children as the carp is a symbol of victory and vigor. Samurai warrior figurines and samurai kabuto helmets are also displayed in homes to inspire strength and bravery. Liang Court's theme for Kodomo No Hi this year is to celebrate that unique bond between fathers and sons. This is a follow up from Hinamatsuri (also known as Girl's Day) held in February & March where we celebrated the bond between mothers and daughters.

Ms Stephanie Ho, General Manager of AsiaMalls Management Pte Ltd said: "We are proud to work with many Japanese working partners & tenants, and arising from these great partnerships, Liang Court continues to provide and introduce unique Japanese festivals to all our shoppers. These initiatives further attest to our vision to deliver multi-sensory experiences for our shoppers".

CHILDREN'S DAY CARNIVAL (25 TO 29 APR)

Back for the fourth consecutive year, look forward to our Children's Day Games Carnival featuring authentic Japanese carnival games, played across Japan, such as 1000 Strings, Ball Scooping, Shooting Game, Yoyo Fishing and new this year, Kendama!

OBSTACLES COURSE (1 TO 8 MAY)

Calling all fathers and sons! Take part in our obstacles course challenge³ and win shopping vouchers worth up to \$1,000! The obstacle course challenge will be held on 4 May, 12 to 2pm: for boys between ages of 3 to 7 years old, and from 4 to 6pm for boys between ages of 8 to 12 years old.

Obstacles course is also open to all shoppers for fun & play! Grab your tickets[^] from Customer Service Counter at level 2!

[^] Obstacle Course Tickets are available for sale at the Customer Service Counter on level 2 from 25 April 2014.

MACHINES & ROBOTS WORKSHOP BUILT WITH LEGO® BRICKS BY YOSHIHITO ISOGAWA & WONDERSWORK (3 & 4 MAY)

Take part in this exclusive workshop⁴ conducted by our tenant Wonderswork, featuring Mr Yoshihito Isogawa from Japan, who is an expert in building robots and machines with LEGO® bricks. Simply spend a min. of \$20 to register at Customer Service Counter. The workshop is limited to the first 20 participants.

HELLO MARKET (10 & 11 MAY)

Hello Market (Spring edition) - an annual flea market that offers authentic Japanese wares at great bargains - returns from 10 to 11 May. This is the sixth year Hello Market is being jointly organised by Liang Court and COMM Pte Ltd.

Shoppers can hunt for great buys through this treasure trove of pre-loved fashion apparels, accessories for both adults and kids. Also, be entertained by performances by the Japanese community in Singapore featuring live dances, bands, and a family karaoke challenge.

SHOP & REDEEM (25 APR TO 25 MAY)

Redeem a \$10 AsiaMalls Shopping Voucher when you spend \$150 (\$250 at Audio House or MEIDI-YA Supermarket). PRIME members will only need to spend \$120 to qualify. A maximum of 2 same-day receipts is allowed for redemption.

-End-

¹ Refer to Appendix A about Kodomo No Hi

² Refer to Appendix B about Games Carnival

³ Refer to Appendix C for Obstacle Course

⁴ Refer to Appendix D for Machines & Robots Workshop

Appendix A: About Kodomo No Hi

Kodomo no Hi is a national holiday in Japan which takes place annually on May 5, the fifth day of the fifth month, and is part of the Golden Week. It is a day set aside to respect children's personalities and to celebrate their happiness. It was designated a national holiday by the Japanese government in 1948.

Some icons associated with Kodomo No Hi:

- Koinobori (colorful carp streamers) flown outside homes to wish boys luck for the future as a symbol of determination and resilience. Koinobori are strong, spirited fish that are known for their determination in fighting up streams and through powerful waterfalls.
- Kabuto, the traditional Japanese military helmet, signifying strength and honor like that of a Samurai.
- Kintarō is a folk hero from Japanese folklore. A child of superhuman strength and a hero, it is a custom to display Kintarō dolls at home on Boy's Day in the hope that boys will become equally brave and strong.

APPENDIX B: About Games Carnival

Children's Day Games Carnival (25 to 29 April)

Featuring the following traditional Japanese games*; shoppers would need to play and collect stamps from different booths to redeem for prizes.

KENDAMA (New)

Try catching the ball twice without dropping it!



ROULETTE

Throw balls at the spinning roulette wheel and receive a stamp if 2 balls hit the same colour.



MYSTERY BOX

Reach inside the Mystery Box to get your mystery prize!



RING TOSS

Aim and toss the ring at targeted objects to receive a stamp on your games passport. Each player will be given 3 chances per game.



1,000 STRINGS

Pull any string in the 1,000 Strings Games box and the prize tied at the other end is yours! Who knows what surprises lie at the end of the string?



YOYO FISHING

Challenge yourself by hooking 2 yoyo balloons using 3 paper hooks to receive a stamp!



SUPER BALL SCOOPING

Scoop as many balls as you can by using the paper scoops!



SHOOTING GAME

Aim and shoot at targeted objects on the podium to receive a stamp. Each player will be given 3 chances per game.

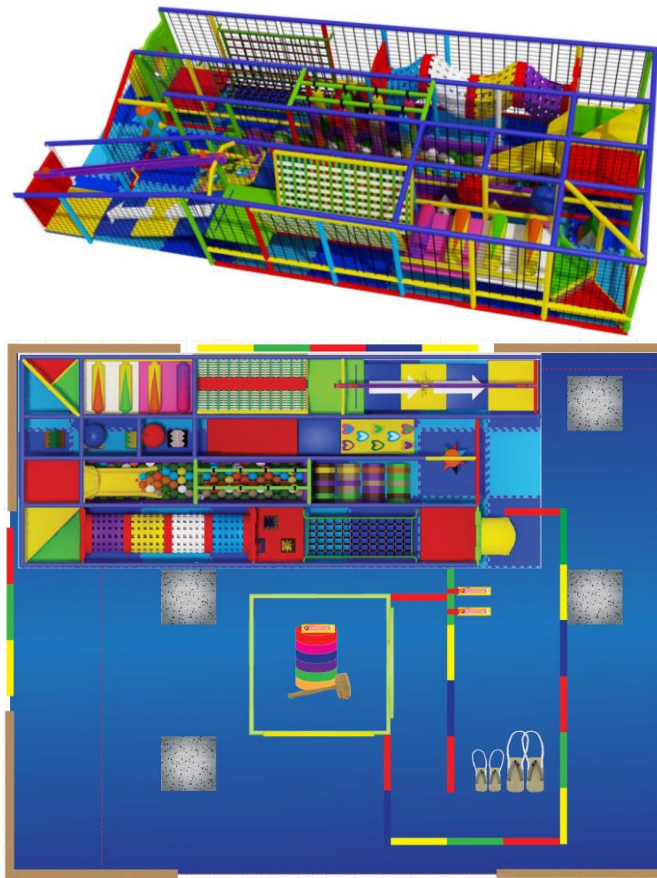


*Carnival Game Tickets are available for sale at the Customer Service Counter on level 2 from 25 April 2014.

APPENDIX C: About the Obstacle Course Challenge

Obstacles Course Challenge (1 to 8 May)

Artist Impression



Calling for all fathers & sons to take part in our obstacle course^ challenge and win shopping vouchers worth up to \$1,000!

- 4 May, 12-2pm (Son must be between ages 3 to 7 years as of 1 May'14)
- 4 May, 4-6pm (Son must be between ages 8 to 12 years as of 1 May'14)

1st prize: \$500 worth of Vouchers
2nd prize: \$300 worth of Vouchers
3rd prize: \$200 worth of Vouchers

To take part:

- Email your details to ap@liangcourt.com.sg by 26 Apr 2014.
- Only the first 20 pairs of participants per category would be shortlisted to take part in the challenge.
- Shortlisted participants will be notified via phone or email by 28 Apr'14.

^The obstacle course is open to public, tickets are available for sale at the Customer Service Counter on level 2 from 25 April 2014.

APPENDIX D: Machines & Robots Workshop Built with LEGO® Bricks by Yoshihito Isogawa & Wonderswork

- 3 May 2013: 2pm to 5pm
- 4 May 2013: 2pm to 3.30pm



*Each workshop is limited to the first 20 sign-ups at L2 Customer Service Counter. Participants have to spend a minimum of \$20 in Liang Court to participate.

ABOUT ASIAMALLS MANAGEMENT PTE LTD & ARMF II (LIANG COURT) PTE LTD

Owner of Liang Court:

ARMF II (Liang Court) Pte Ltd

Property Manager of Liang Court:

AsiaMalls Management Pte Ltd (AsiaMalls) is jointly owned by ARMF (Singapore) and the Guthrie GTS Ltd (a company listed in the Singapore Stock Exchange).

AsiaMalls Management Pte Ltd manages a total of over 1.6 million square feet of retail space across 6 malls and an Office Tower. The portfolio includes Tiong Bahru Plaza, Century Square, Hougang Mall, White Sands, Liang Court and Tampines 1. Central Plaza, a 20-storey office tower is located next to Tiong Bahru Plaza.

A strong believer in service excellence, AsiaMalls is the first property management company in Singapore to participate in SPRING Singapore's Customer Centric Initiative and is among the pioneer companies to receive the Businesses for Family Mark.

AsiaMalls aspires to be a property manager that cares and delivers a unique, multi-sensory, five-star service experience for shoppers and optimum returns for stakeholders.

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