

Press Release
For Immediate Release

3 July 2014

Discovery Bay Summer Spree 2014

Offering Splendid Dining and Shopping Privileges

Exciting 3D Street Art and Hong Kong's Largest Indoor Playground Ready for Adventure!

From 14 July to 7 September, Discovery Bay, Hong Kong's serene resort destination, will host a series of exhilarating activities to heat up the summer fun, bringing you a truly satisfying summer season with lots of fun and fantastic offers from dining, shopping privileges to spa treatments discounts !

The "Discovery Bay Summer Spree 2014"¹ kicks off from DB North Plaza with a treasure hunting-themed 3D Street Art Photo Contest, in addition to special offers from DiscoveryLand – Hong Kong's largest indoor playground, D'Deck – the oceanfront alfresco dining hub, Auberge Discovery Bay Hong Kong ("Auberge DB") and numerous merchants. The programme finale WeWa! Carnival 70's will conclude the sizzling season with more laughter.

3D Street Art Photo Contest and Indoor Adventure Playground for the Adventurists

Five treasure hunting-themed 3D street art will be set up at DB North Plaza from 14 July to 7 September. Treasure hunters who complete the challenges, pose against the street art and share their photos to Facebook (under the Event Page of "Discovery Bay 3D Street Art") or Instagram (@VisitDiscoveryBay #Dbay3DStreetArt) can redeem a lovely gift². 30 photographers of the best photos³ will win Columbia cash vouchers worth HK\$1,000 each.

The adventure does not end here. Hong Kong's largest indoor adventure playground – DiscoveryLand is ready to let you get a bang out of it! DiscoveryLand features three of the longest slides in Hong Kong, measuring 30 metres each. It has also introduced Hong Kong's first Air Trek game. Gallant players climb up the five-metre steel frame and trek in mid-air like a stunt! Other exciting attractions such as the rock climbing walls, mini golf area, shooting range and toddler area for kids under three are guaranteed to offer limitless surprises. The playground will transform into a nighttime laser tag battlefield on weekends and public holidays. Warriors in sensor armours will be armed with laser tag guns for a hair-raising battle.

"Discovery Bay Summer Spree 2014" offers a 30-minute free trial⁴ for visitors at specific time slots by presenting valid coupons.

Indulge in Delicacies and Special Offers by D’Deck, DB North Plaza and Auberge DB

Hong Kong’s renowned oceanfront alfresco hotspot D’Deck, featuring 20 thematic restaurants, is where gourmets linger. It offers a wide selection of French, Spanish, Italian cuisines, as well as Hong Kongers’ favourite Thai and Japanese delicacies. More than 10 of the restaurants will offer an array of promotions⁵ within the Summer Spree period to satisfy your appetite. Other than food and drinks offers, shops at DB North Plaza will also provide discounts⁶ for the savvy shopaholics.

Auberge DB, which has just celebrated its first anniversary, proudly presents its summer promotions⁷. Apart from a 10% discount for the seaside BBQ buffet offered by Café bord de Mer, Spa Botanica also provides a HK\$200 off for a refreshing 60-minute facial or body treatment. Rejuvenate this summer!

Never-Ending Fun with WeWa!Carnival 70’s and European Tall Ship Nautical Adventure

Another highlight of the “Discovery Bay Summer Spree 2014” is the special promotional offer by The Bounty, the only European Tall Ship in Hong Kong. You can reserve a cruise trip⁸ at a 10% discount within the promotional period. Get on board for an unforgettable nautical journey!

After all the fun and recreation, WeWa! Carnival 70’s⁹ to be held on 6 and 7 September will make the best curtain call. Organised by We Kids Amusement Company Limited, WeWa! Carnival 70’s is ready to conclude the summer programme with more laughter. Several fun games including WeWa! Water Roll, Hit the Bell , Wala Wala, Fantasy Castle, WeWa! Mega Nemo, WeWa! Happy Catch and Nostalgic 70’s, are not to miss!

Enjoy Free Ferry Ride Offer by D’Deck and Bus Interchange Discount

What’s more, simply present an original receipt of HK\$120 or above from any of the 13 designated D’Deck restaurants¹⁰ at the green D’Deck Free Ferry Service Counter located at DB Plaza, and you can enjoy a free ferry ride back to Central on the same day.

You can reach DB North Plaza by taking the Free Express Shuttle departing from DB Bus Terminus every 30 minutes, or by external buses from Tung Chung or Sunny Bay MTR stations. What’s more, there is a Bus Interchange Discount¹¹ for shoppers leaving DB North Plaza on buses.

To learn more about “Discovery Bay Summer Spree 2014” and the free ferry ride, please visit www.visitdiscoverybay.com / www.ddeck.hk / www.dbnplaza.hk / www.facebook.com/VisitDiscoverybay, or email to explore@visitdbay.com / inquiry@ddeck.hk / promotion@dbnplaza.hk.

For summer promotion of Café bord de Mer and Spa Botanica at Auberge DB, please visit www.aubergediscoverybay.com, email to enquiry@aubergediscovery.com or call 2295 8288.

To learn more about WeWa! Carnival 70's, please visit www.wewaland.com or www.facebook.com/WeWaLand.

About Discovery Bay

Perfectly framed by mountains and surrounded by the beautiful South China Sea, Discovery Bay, a serene resort development on the northeastern coast of Lantau Island, is a peaceful oasis away from hectic Hong Kong. It is only a step away from downtown Central, the Hong Kong International Airport, Hong Kong Disneyland, Ngong Ping 360, Po Lin Monastery, Giant Buddha and Wisdom Path, creating a great leisure spot for locals and tourists.

Discovery Bay offers a wide selection of leisure and wellness activities including the renowned oceanfront alfresco dining hotspot D'Deck, the only European tall ship in Hong Kong The Bounty, a 400-metre-long beach, the seaside DB North Plaza and the deluxe resort hotel Auberge Discovery Bay Hong Kong.

Easily accessible, Discovery Bay is just 25 minutes away from Central by ferry or 15-30 minutes away from Tung Chung or Sunny Bay MTR Stations or Hong Kong International Airport by bus.

Remarks

¹ Promotional leaflets and coupons of “Discovery Bay Summer Spree 2014” can be obtained at promotional leaflet racks in Discovery Bay.

² Each person can redeem one gift at DB North Plaza Service Counter on Saturdays and Sundays at 11am-6pm only. Visitors should show the uploaded photo on either Facebook or Instagram for verification. For terms and conditions, please refer to on-site notice board.

³ Results will be announced on 15 September at www.visitdiscoverybay.com. Each winner will get two HK\$500 Columbia cash vouchers and will be notified on prize redemption details.

⁴ DiscoveryLand's free play coupons are only available in specific direct mail and magazines. Free play time slots are as follows: 9:30am-10:30am, 12:30pm-1:30pm and 5:30pm-6:30pm.

⁵ The participating D'Deck restaurants are: 22° North, Berliner, Ebenezer's, Dymocks Books & Café, Caramba Mexican Cantina, Figos, First Korean Restaurant, McSorley's Ale House, Solera and ZAKS.

⁶ The participating DB North shops are: %Arabica, DiscoveryLand, Gillian Florist, Jaspas, Mirch Masala, Paisano's, Prince & Princess and The Venue.

⁷ Please make reservation and present original coupons to enjoy the BBQ buffet or spa treatment discount. All promotional offers are subject to the terms and conditions set out by Auberge Discovery Bay Hong Kong.

⁸ Please call 2296 8288 for The Bounty cruise reservation.

⁹ For more event details of WeWa! Carnival 70's, please contact the organiser We Kids Amusement Company Limited.

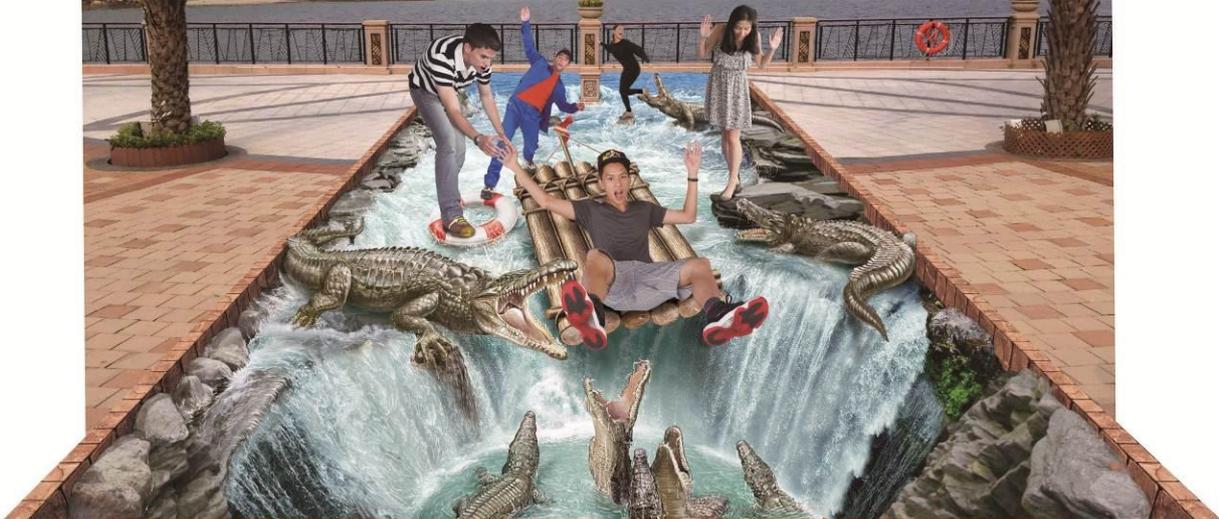
¹⁰ Free Ferry Ride Offer is valid for spending during the following schedules only: Monday to Friday: 6:00pm-11:45pm; Saturday / Sunday / public holiday: 12:00pm-11:45pm. The 13 designated D’Deck restaurants are: 22° North, Berliner, Café Duvet, Caramba Mexican Cantina, Figos, First Korean Restaurant, Hemingway’s by the Bay, Kiraku Tei Japanese Restaurant, Koh Tomyums, Life Café, McSorley’s Ale House, Solera and ZAKS.

¹¹ The Bus Interchange Discount is offered to all shoppers and visitors to DB North Plaza. Go to the “Fare Saving Station” (next to Wellcome), wave your Octopus Card against the reader to enjoy a HK\$4 discount on the bus trip leaving DB North Plaza within 45 minutes with the same Octopus Card.

Ends

This press release is issued by HKR International Limited. For media enquiries, please contact Ms Alberta Ng of Corporate Communications Department at 2238 1064.

Photos of Discovery Bay Summer Spree 2014



3D street art at DB North Plaza



DB North Plaza



Hong Kong's largest indoor adventure playground – DiscoveryLand



WeWa! Water Roll @ DB Plaza (above)
and WeWa! Mega Nemo @ DB Plaza (right)



More than 10 of the restaurants at D'Deck, Hong Kong's renowned oceanfront alfresco hotspot, will offer an array of promotions within the Summer Spree period