

**Share in HK\$50,000 in gold with Sun Hung Kai Financial's  
new online trading simulation game**

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**What would you do with thousands of dollars in gold?**

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**Hong Kong, 26 March 2008** – Sun Hung Kai Financial (“SHKF”), Hong Kong’s leading non-bank financial institution, is offering people the chance to take home a share of HK\$50,000 in gold ingots, through our brand new Futures Online Trading Simulation Game (the “Game”). Sun Hung Kai Commodities Limited, which operates under the SHKF brand, is one of the few Exchange Participants selected by Hong Kong Exchanges and Clearing Limited (HKEx) to host the Game, with prizes sponsored by HKEx.

With just a few days remaining before the official registration period closes on 30 March 2008, SHKF is urging people not to miss their chance to win gold when the Game goes live on 7 April.

Based on our popular Futures Trader system, a dynamic, powerful and secure 24-hour online trading platform for futures markets globally, the Game places players in a realistic, real-time trading environment, with everything from live quotes through to analysis and market data at their fingertips. Participants can sign up for the Game by following a simple registration process at our [www.shkfg.com/MHHIgame](http://www.shkfg.com/MHHIgame) site, which also contains information on the Game’s rules, terms and conditions. The Game also provides a simple yet detailed tutorial process upon log in, which allows players to familiarise themselves with futures trading and with the functions of the Futures Trader platform before making a Game trade.

All players begin the Game with HK\$500,000 in available ‘virtual capital’, with the final winner deemed to be the player who turns the largest profit by the end of the Game’s duration. The first prize has been set at HK\$35,000 in gold ingots, with the second and third prizes allocated HK\$10,000 and HK\$5,000 respectively.

Mr. Wilhelm Sim, Managing Director, Futures, Forex, Commodities & US Markets, Sun Hung Kai Financial, said: “This truly exciting online game gives people a real taste of what it’s like trading futures on the global stage. As a one-stop financial services institution, we’re planning to roll out additional games over the next 12 months as part of our commitment to investor education, which at the same time will raise awareness of our brand.”

The Game goes live on 7 April and will run until 9 May. Winners will be notified and subsequently announced at an award ceremony held after the Game closes.

For further information on the Game, please visit our website, [www.shkfg.com/MHHIgame](http://www.shkfg.com/MHHIgame), or call our Customer Service Hotline on (852) 2822 5001.

And for Sun Hung Kai Financial's media friends, we're pleased to extend to reporters our assistance in registering. We'll also develop a mini-league table, which will showcase the Top 3 reporters as the Game progresses. Simply supply us with your name, phone number and email address, and we'll register for you, but hurry, because space is limited. As for playing the game, well, that part is up to you!

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### **About Sun Hung Kai & Co. Limited and Sun Hung Kai Financial**

With its foundation dating back to 1969, Sun Hung Kai & Co. Limited, which operates under the name Sun Hung Kai Financial, is the leading non-bank financial institution in Hong Kong. The Group currently has over HK\$60 billion in assets under management, custody and/or advice, and over HK\$11 billion of attributable equity. Its core areas of focus include wealth management and brokerage, asset management, corporate finance, consumer finance as well as principal investments. Listed on the HKEx (stock code: 00086), the Group is currently capitalised at approximately HK\$12 billion. It employs over 1,300 dedicated professionals and has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

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