



For Immediate Release
17 October 2007

**The Link Management and Chong Hing Bank Launch
“The Link Credit Card”
with
Attractive Shopping and Dining Benefits at The Link’s Properties
First-of-its-Kind Shopping Privileges Applicable to Fresh Markets
Exclusive Bill Payment Service for The Link’s Tenants and Carpark Users**

“The Link Credit Card” (The Card) is now open for application! In addition to a wide array of attractive shopping privileges, including those from tenants of The Link Management Limited (The Link), cardholders are entitled to first-of-its-kind shopping privileges applicable to fresh markets. Effective December 2007, cardholders will get 5% off purchase of cash coupons with The Card at selected fresh markets of The Link*. More shopping and dining privileges from The Link’s tenants are coming. Tenants and carpark users can use The Card to pay bills to enjoy interest-free repayment period, and thus more freedom in financial management. (Please refer to the enclosed factsheet for details)

Launched by The Link and Chong Hing Bank, The Card is the first credit card under “The Link” brand. The Link’s Executive Director and Chief Executive Officer Mr. So Hing Woh and Chong Hing Bank’s Managing Director and Chief Executive Officer Mr. Liu Lit Chi, together with renowned gourmet Mr. Chua Lam, officiated today at The Card’s launch ceremony at Lung Cheung Mall in Wong Tai Sin.

Mr. So Hing Woh, Executive Director and Chief Executive Officer of The Link, said, “Tapping the strengths of The Link’s portfolio, The Link Credit Card offers shopping privileges in both shopping centres and fresh markets to attract more people to shop and dine at our properties. In keeping with our business objectives, The Card will serve to bring the public more shopping benefits and help tenants promote their products and services to The Link’s broad customer base.”

Mr. Liu Lit Chi, Managing Director and Chief Executive Officer of Chong Hing Bank, said, “Chong Hing Bank is committed to providing the most comprehensive and convenient banking services to local community. The joint efforts by Chong Hing Bank and The Link to launch our first co-branded credit card underline our shared mission of serving the community. Through The Card’s various service offers, we hope to create business opportunities for tenants at The Link shopping centres, while bringing more shopping and dining enjoyments, with a view to further enhancing the community’s quality of life.”

As part of the celebration for The Card’s launch, customers are entitled to receive more gifts and to participate in a lucky draw for the chance to win HK\$10,000 spending credit by applying for The Card through roadshows to be held at 25 designated The Link shopping centres

The cardholders will enjoy a perpetual annual fee waiver and a 0.5 % cash rebate on card spending or Octopus Automatic Add Value Service (AAVS). Successful applicants are entitled to choose their welcome gift from a wide array of products (subject to meeting

spending requirements), including popular electronic gadget, household electrical appliance, The Link's parking coupons and cash rebate. Application forms are available in The Link's shopping centres and branches of Chong Hing Bank, or downloadable at Chong Hing Bank website at www.chbank.com. For enquiries regarding "The Link Credit Card", please call Chong Hing Bank credit card service hotline at 3768-8888 or visit Chong Hing Bank's website.

*The selected fresh markets offering 5% discount for purchase of fresh market cash coupons with The Card are run by fresh market operators. Full list of participating markets and other offer details will be announced later.

~End~

Photos of The Link Credit Card Launching Ceremony

Media are welcome to download photos of today's The Link Credit Card Launching Ceremony at Lung Cheung Mall at this address:

<http://www.thelinkreit.com/downloads/tc/creditcard/card.htm>

For further information, please contact:

Rachel MS Miu
Head of Corporate Communications
The Link Management Limited
Office +852 2175 1801
E-mail rachel.ms.miu@thelinkreit.com

Miranda S.W. Tse
Head of Marketing Communications Department.
Chong Hing Bank Limited
Office +852 3768 1170
E-mail mirandatse@chbank.com

Danny YK Lee
Corporate Communications Manager
The Link Management Limited
Office +852 2175 1846
E-mail danny.yk.lee@thelinkreit.com

Chelsea Ng
Assistant Officer, Marketing Communications Department
Chong Hing Bank Limited
Office +852 3768 1172
E-mail mktgcomm@chbank.com

About Chong Hing Bank Limited

Chong Hing Bank Limited ("CHB" (Hong Kong Stock Code: 1111) was established in 1948. In addition to the Head Office in Hong Kong, CHB currently operates a network of 46 local branches as well as three branches (one in each of Shantou, Macau and San Francisco) and two representative offices (one in each of Guangzhou and Shanghai) outside Hong Kong.

CHB offers a wide range of retail and wholesale financial banking products which include HKD & foreign currency deposits, remittances, safe deposit boxes, credit cards, mortgages, mandatory provident fund service, trade finance, corporate banking and syndicated loans. Through its subsidiaries, it also offers security trading, financial management and insurance services.

About The Link REIT and The Link Management Limited

The Link Real Estate Investment Trust (Hong Kong stock code: 823) is the first REIT listed in Hong Kong. Managed by The Link Management Limited, The Link REIT invests in 180 retail and carparking facilities. With an Internal Floor Area of approximately 1 million sq.m of retail space and around 80,000 carpark spaces, it is the largest such portfolio held by a single owner in Hong Kong. These properties are on the doorstep to 40% of Hong Kong's population.