

**Press Release**

**Hong Kong Life “Supermarket Trolley Game 2010”**

18 February 2011 - Hong Kong Life Insurance Limited (“Hong Kong Life”) was dedicated to organize a variety of activities to maintain long-term and good relationship with its valued clients. On 18 February (Friday), Hong Kong Life has successfully launched the **“Supermarket Trolley Game 2010”** in Wellcome - The Westwood Superstore. For any application of Eligible Life Insurance Plan of Hong Kong Life during 30 September to 29 December 2010 with Annualized Premium of basic plan not less than HKD2,500 and with the policy being successfully issued on or before 31 December 2010, clients can join the **“Supermarket Trolley Game 2010”**. Eight participants targeted to purchase their favorite goods within 2 minutes.

All participants had arrived punctually and discussed the shopping strategies with their friends and relatives. They were all well prepared for the competition. The game started at 9am, all participants were so excited to shop their targets and finished the competition within the time limit. Champion finally went to Chong Hing Bank Limited Client Yeung Chung Ying who received all the products and Wellcome cash coupon; 1st Runner-up went to Chong Hing Bank Client Leung Sze Man who received products amounted HKD7,213 and Wellcome cash coupon; 2nd Runner-up went to Shanghai Commercial Bank Limited Mr Lau who received products amounted HKD6,173.9 and coupon. Others participants recieved the products they shopped and Wellcome cash coupon amounted HKD800 or HKD1,000.

Hong Kong Life Chief Marketing Officer Kennex Chan attended the competition to show support towards participants. She said, “Many clients hope to join the **““Supermarket Trolley Game””** again. This was the fifth time to hold the competition. Apart from providing diversified products, Hong Kong Life put a lot of effort into organizing different activities to build up a good relationship with clients. Clients’ support and passion motivate us to organize more activities in the future.”

For “Supermarket Trolley Game 2010” behind the scenes, please visit [Hong Kong Life Website](http://www.hongkonglife.com).



The participants had shopped different goods with their planned strategies.



Hong Kong Life Chief Marketing Officer Kennex Chan (left) presented prizes to the winner Chong Hing Bank Client Yeung Chung Ying who received products amounted HKD5,000 and Wellcome cash coupon (Total valued at HKD9,793.7)



All participants shopped their targeted products after a keen competition.