

[For Immediate Release]

Win a trip to Singapore through SHKF's new futures trading simulation game

Hong Kong, 4 September 2008 – Sun Hung Kai Financial (“SHKF” or the “Group”), Hong Kong’s leading non-bank financial institution, is offering gamers the chance to land a free trip to Singapore with its new Singapore Exchange Futures Trading Simulation Game (the “Simulation”), the latest instalment in the Group’s popular simulation game series.

Based on SHKF’s powerful and dynamic online futures trading platform, Futures Trader, the Simulation forms an important part of the Group’s broader investor education platform. Provided by Sun Hung Kai Commodities Limited* in cooperation with the Singapore Exchange (“SGX”), the Simulation offers players the chance to experience trading in a secure real-time environment.

Beginning the Simulation with HK\$500,000 in virtual currency, gamers will learn more about investment strategies and online trading through a comprehensive “Help” function, while experiencing a wide range of features including streaming live quotes and advanced order management tools, among others.

The three participants who achieve the highest account value at the Simulation’s conclusion will be declared winners, with first place scoring a HK\$7,000 Singapore travel coupon and HK\$3,000 cash. Second and third placed participants will also receive travel coupons and cash. Registration begins on 5 September 2008, with the game running from 12 September until 10 October 2008.

Mr. Wilhelm Sim, Managing Director, Futures, Forex, Commodities and U.S. Markets, Sun Hung Kai Financial, said: “Following the successful launch of our gaming platform earlier this year, we remain committed to improving and enhancing investor education. This trading simulation is the latest in a series of forthcoming games, which provide a risk-free and enjoyable way for people to learn a little more about investing, while at the same time giving them the chance to win some great prizes.”

The entry form is available at www.shkfg.com/SGXgame along with full terms and conditions.

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** Sun Hung Kai Commodities Limited, which is a licensed corporation for Type 2 (dealing in futures contracts) regulated activities under the Securities and Futures Ordinance, operates under the Sun Hung Kai Financial brand.*

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 more than HK\$12 billion of shareholders' 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: 86), the Group's market capitalisation is approximately HK\$11 billion (as at 31 July 2008). It employs over 1,500 dedicated financial professionals and has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

About Singapore Exchange Limited

Singapore Exchange Ltd. (SGX) was inaugurated on 1 December 1999, following the merger of two established and well-respected financial institutions - the Stock Exchange of Singapore (SES) and the Singapore International Monetary Exchange (SIMEX). SGX is Asia-Pacific's first demutualised and integrated securities and derivatives exchange and is listed on its own bourse. The exchange's stock is a component of benchmark indices such as the MSCI Singapore's Free Index and the Straits Times Index (STI). SGX aims to offer a highly trusted, comprehensive and efficient securities and derivatives marketplace for raising capital, risk transfer, trading, clearing and settlement. SGX facilitates the trading and clearing of commodity futures and over-the-counter (OTC) derivatives such as forward freight agreements and oil swaps. Through strategic alliances and partnerships with other exchanges around the world, SGX is firmly positioned as an Asian Gateway. For more information, please visit SGX website: www.sgx.com.

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