

## NWS Hong Kong Geo Wonders Hike Logo Won International Mercury Award

(24 February 2009, Hong Kong) “NWS Hong Kong Geo Wonders Hike” fully supported by NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 659) not only arouses public awareness of geo-conservation, the campaign logo has also won the Bronze Award in the category “Logo” in the 22<sup>nd</sup> International Mercury Awards. The judging panel was impressed by the creativity and the clear illustration of the theme of geo-conservation.

The campaign logo in hexagonal shape, represents a cluster of hexagonal rock pillars which is the most significant geo wonders in Hong Kong. The six irregular colour segments inside the hexagon formed the Chinese character “石”, meaning “rock” in English. The combination of red and orange, which is the corporate colours of the Group, portrays energy and at the same time shows the Group commitment in environmental protection. The gray colour at the bottom and the typeface stand for a solid foundation.

The government is going to apply certain geo sites for national geological parks status. Since the rolling out of “NWS Hong Kong Geo Wonders Hike” co-organized by NWS Holdings, The Agriculture, Fisheries and Conservation Department, the Association for Geoconservation, Hong Kong, Friends of the Country Parks in September 2008, a series of activities have been launched to arouse public awareness of geo-conservation and to support the application of national geological parks. They include the launching of website [www.hkrocks.net](http://www.hkrocks.net), “8 Geo Wonders of Hong Kong” voting and photo competition and the “NWS Hong Kong Geo Wonders Hike — Sai Kung” with over 3,000 participants. The Group also sponsored a luxury yacht trip and public guided tours for the winners and public respectively.

The International Mercury Awards, organized by MerComm, Inc., is considered as the most highly respected and prestigious award by industry peers. With over 980 entries from 20 countries, the awards were judged by a panel of judges made up of communication specialists all over the world, whose professionalism ensured the competition’s long-standing tradition of impartiality and integrity. Its judging criteria include creativity, effectiveness and the overall expression of the message.

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This press release is also available at the Group’s website ([www.nws.com.hk](http://www.nws.com.hk)).

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## NWS Holdings Limited

NWS Holdings Limited (“NWS Holdings”, Hong Kong stock code: 659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 17), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy, Water and Ports projects. Its **Service & Rental** division comprises Facilities Rental (the management of *Hong Kong Convention and Exhibition Centre* and *ATL Logistics Centre*), Contracting (*Hip Hing Construction* and *NWS Engineering*), Financial Services (*Taifook Securities* and *New World Insurance*) and Other Services (*New World First Bus*, *Citybus* and *New World First Ferry*).

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Photo1: The “NWS Hong Kong Geo Wonders Hike” logo successfully communicates to the public the theme of geo-conservation

