

To: Editor of Feature Division

Press Release - For Immediate Release

Hop, Hop, Hop Away with RODY at Cyberport Christmas Funland 2011 Experience Infinite Fun Bash at Hong Kong's Largest Outdoor Bouncin' Paradise

Hong Kong - 25 November 2011 –The popular inflatable galloping pony RODY is going to hop into “Cyberport Christmas Funland 2011” from 23 December 2011 to 2 January 2012 to join the festive season celebration! This year the Funland features amusing games and spectacular programmes for family leisure and entertainment, including a one-of-a-kind humongous outdoor Bouncin' Paradise, thrilling game booths giving out savvy prizes, Mini-Farm with endearing animals, creative RODY Showcase by a dozen of Hong Kong's most talented design gurus, along with enchanting musical and dazzling circus performances. A bouncy wonderland for families to enjoy during Christmas and New Year holidays!



Non-stop Hopping Fun at RODY Bouncin' Paradise



Seven massive outdoor inflatable games imported from the U.S. will be setup, including a 27-foot-high heart-stopping spiral slides, self-controlled bumper boats and mega-size trampoline and more. Children can freely hop, tumble or caper around like RODY the pony in the soft paradise across the spacious lawn with endless laughter and screams!

RODY game booth challenge to win the hottest PS VITA

Excitement extends to indoors where eight different amazing game booths are lined up for your action to win fabulous RODY collectibles. The must-play game is the 10-meter-diameter-wide Flying Coins, the lucky player can take home the new portable PS VITA (worth \$2,290) with a good toss of the game coin to make it land on the golden tile at the centre of the game booth. Up to 3 winners per day!



Embrace the Nature at Mini-Farm

Needless to travel far to meet your animal friends - just visit them at Cyberport Christmas Funland! Rarely found in town, our Mini-Farm offers you a close encounter with cute miniature ponies, little goats and fluffy rabbits. Children are welcomed to give them little treats and take photos with them. A happy yet meaningful family activity to nurture children the love and care for animals.



The real ponies are not for riding here, but children can try a “ride” on RODY the inflatable pony and possibly run an interesting mini-derby with friends at the RODY Play Zone.

Let the Dazzling Circus Tricks and the Antique French Barrel Organ Performances Steal the Show



The best thing to do while catching your breath between the games is to watch the Circus Dazzle at 3pm and 5pm everyday by renowned acrobats Andy Comic and Benjamin Matthews!

Enjoy also the unique timbre and euphonious melodies played from the 19th-century antique French Barrel Organ and feel the exotic flair of music. Their superb performances will add to the sizzles and dazzles of the carnival atmosphere!

Try Your Luck to win Round-the-island Helicopter Ride!

Get one lucky draw ticket for every purchase of 10 game tickets using EPS and join the **EPS iDO Grand Lucky Draw!** Great prizes are up for grabs including a helicopter flightseeing package for 4 (worth \$12,500), MacBook Air, iPad2, Strida folding bike and shopping coupons! The more you spend the higher chances of winning!

Play iButterfly app on smartphone to win hundreds of free game tickets daily!

Download the iButterfly app now! Collect 3 RODY “butterflies” to redeem 3 game tickets. What’s more, capture the special edition Rody butterfly at 4pm on 25 December and 1 January to stand a chance to win a PS VITA!

The Cyberport Weekend Market – New Year Edition

The well-received Cyberport Weekend Market will return on 31 December and 1 January along with the Funland. A handful of outdoor bazaar booths selling all kinds of unique creations and gadgets are there for holiday shopaholics. “Pin-a-Color@Cyberport” art installation project will continue to let children unleash their artistic talents through art jamming. Fun guaranteed!

Classical In Cinema

The City’s like-no-other outdoor theatre for classical is back in the weekend evenings on Cyberport’s lush green lawn! Featured programme on 31 December is renowned musical “Turandot”. On 1 January, Cyberport is going to present you the incredible Staatskapelle Dresden New Year’s Eve Concert all the way from Germany on satellite broadcast via Cyberport’s exclusive Digital Cinema Exchange technology. This world-class concert is conducted by well-known Christian Thielemann and performed by the fascinating voices of famous Soprano Anna Prohaska and Tenor Piotr Beczala – the very first time in Hong Kong! Tickets will soon be available at HK Ticketing, Tom Lee Music and the Customer Service Center at the Arcade, Cyberport. Online purchase at www.hkticketing.com

Game Ticket Purchase and Privileges

- Game tickets are sold at \$10 each and require 1 to 4 tickets per game subject to different types of games in the Funland.
- Cyberport Privilege Cardholders can enjoy an exclusive “Buy 10 Get 1 Free” offer when purchasing game tickets.
- Receive 2 complimentary game tickets upon spending over \$200 by EPS at any Cyberport merchant outlet.

Cyberport Christmas Funland 2011 brings you and your beloved ones a truly warm and fun-filled festive extravaganza! See you at Cyberport!

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For photos about Cyberport Christmas Funland, please visit below link:

https://www.dropbox.com/gallery/44477045/1/Christmas_Funland?h=1f64fa

For enquiry (public): 3166 3111

Website: funland.cyberport.hk

Facebook: www.facebook.com/arcade.cyberport

A press conference for Cyberport Christmas Funland 2011 will be held on 20 December and media will be invited to Cyberport to try out the games. Details will be advised shortly.

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About The Arcade, Cyberport

The Arcade, situated in the core zone of Cyberport, is a 27,000 m² retail and entertainment complex with an international mix of a supermarket, restaurants featuring fine cuisines, a variety of retail shops carrying designer brands, and a state-of-the-art cinema. It is a one-of-a-kind, high-end shopping arcade in the Southern District of Hong Kong.

The Arcade's innovative design and unique architecture integrate nature and technology with retail, entertainment and education/exhibition activities. It offers unparalleled experience for visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which visitors can access information at any time and stay connected.

About Rody

Rody is an inflatable horse toy coming from Italy. It was registered in 1984 by Ledraplastic SPA, one of the leading manufacturers of balance ball. Embraced with the relevant production skill, Rody was born with its strength on training balancing and physical coordination skills, an ideal toy which is great for exercise and fun for both adults and children!

For more information, press only:

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