

sky100 Hong Kong Observation Deck Reopens on 11 September
Discover a variety of popular toys in the four play zones of “sky100 Kids Carnival”
Launch “Kids Go Free” and “Buy 1 Get 1” Offers to Cheer Hongkongers on
10 enhanced anti-epidemic measures for the health and safety of all guests

(11 September 2020, Hong Kong) The third wave of COVID-19 finally shows signs of easing after implemented nearly two months of social distancing measures, sky100 is pleased to reopen today (11 September) to cheer Hongkongers on! Alongside with the reopening, from 11 September to 31 October, **sky100 Hong Kong Observation Deck (sky100) in collaboration with Kids Kingdom**, the sole distributor of Mattel toys in Hong Kong and Macau, **proudly present the “sky100 Kids Carnival”**. Bringing together some of the world’s best-loved toys, including **Barbie, Thomas & Friends, Hot Wheels, various dinosaurs, and board games such as UNO and Scrabble**, all at a height of 393 metres, this one-of-a-kind Kids Carnival is the highest play zone in the city where like-minded toy fans can share and play together.

During the promotion, sky100 is also launching a **“Kids Go Free”** offer enabling children to enjoy free admission and the companion adult can also enjoy 25% off the regular ticket price with total admission fee for two is only HK\$141 (saved HK\$175). Adult can also take advantage of the **“Young at Heart Buy 1 Get 1 Free Ticket Offer”**. Simply purchase one Standard Adult Ticket at regular price of HK\$188 to enjoy the offer and be rewarded with another admission ticket absolutely free! Besides, by completing all four missions in the deck’s four play zones, visitors can also win an **exclusive shopping discount** at sky100 Gift Shop to bring home their favourite toys. In addition, Café 100 by The Ritz-Carlton, Hong Kong has specially designed a new “Unicorn Pancake” for little visitors! Upon presentation of a children’s ticket, visitors can also enjoy a 15% discount on the café’s popular Hokkaido soft ice cream.

To provide a pleasant and safe environment for visitors to appreciate the 360-degree panoramic views as well as to have fun in playing with the toys, sky100 has implemented **10 preventive measures**, including the new **Smart Disinfection Station** to sanitize all guests’ and staff’s clothing upon entry, as well as an **AI Housekeeper** which spritz disinfectant spray as he patrols the observation deck, ensuring a safe and enjoyable environment for all.

Discover Mattel’s popular toys in four play zones Complete the mission to win a shopping discount

After the long quarantine, it’s time to head out and have some family fun! Don’t miss out the “sky100 Kids Carnival”, where popular Mattel toys, including Barbie, Thomas and Friends, Hot Wheels, various dinosaurs, and board games such as UNO, Blokus and Scrabble, have all been gathered at 393 metres in the sky to create the four highest play zones in the city. Toy lovers of all ages are warmly invited to come and play at sky100!

Play Zone 1: Wheels Fanatics

Exciting adventures await with popular Hot Wheels play sets and a Thomas and Friends Super Station. Come along with your kids as they explore an inspirational world of speed! This zone also features multiple IG hot spots, including a giant Thomas engine head and a Hot Wheels 'Challenge Accepted' podium, where little racers can take lots of adorable photos.

Play Zone 2: Barbie Styling Studio

sky100 is creating a unique "Barbie Styling Studio" in the sky. With the theme, "Barbie You Can Be Anything", fans are invited to come and meet Barbie in a variety of different styles and careers, from nurse, cook, scientist and rocket engineer to figure skater, gymnast and more—all with the magnificent backdrop of Hong Kong Island and the Kowloon Peninsula. There's even a special edition of the Barbie Star Wars series exhibited on site, an absolutely unmissable treat for all Barbie fans!

Play Zone 3: Dinosaur Kingdom

A range of prehistoric creatures await you in this jungle-themed play zone, where children can hug a friendly 91cm-tall brachiosaurus or take part in a battle between different dinosaurs as they stretch their wings and sway their killer tails. Join us on a journey back through time for an immersive experience of the Mesozoic Era!

Play Zone 4: Brain Teasers

In addition to its play zones for kids, sky100 has also prepared "Brain Teasers" featuring classic Mattel board games such as UNO, Blokus, Scrabble and more. Come and give your brain a sky-high boost!

A host of offers just for kids:

In conjunction with its "sky100 Kids Carnival", sky100 is launching a host of offers offering children special discounts on admission, dining and shopping.

1) "Kids Go Free" Admission Offer

During the "sky100 Kids Carnival" promotion, sky100 is launching a new **"Kids Go Free"** offer enabling **children to enjoy free admission, while the companion adult can also enjoy 25% off the regular ticket price**. Simply purchase one Adult Ticket at HK\$141, and a child aged between 3 to 11 years old can enjoy admission to sky100 absolutely free!

2) "Feast for Kids" Dining Offer

Besides toys, ice cream is probably kids' favourite summertime pleasure. By presenting a child's admission ticket at Café 100 by The Ritz-Carlton, Hong Kong, kids can enjoy a 15% discount when purchasing the popular Hokkaido milk soft ice cream. Café 100 has also specially designed a new "Unicorn Pancake" for little visitors. This cute and fluffy pancake garnished with mixed berries, maple syrup and Chantilly cream is sure to be a hot item.

3) “Kids are King” Shopping Offer

Kids are invited to scan the QR code in each of the four play zones and claim a letter of the alphabet by answering a question. By collecting all four letters and correctly guessing the secret password, kids will win an **exclusive shopping discount** to bring home their favourite toys.

Young at Heart Buy-1-Get-1-Free Ticket Offer

Besides kids, adults can also take advantage of the “**Young at Heart Buy-1-Get-1-Free Ticket Offer**”. From 11 September till 31 October 2020, simply purchase one Standard Adult Published Priced Ticket at HK\$188 via sky100 official website or walk-in at 1/F sky100 Ticket Centre, and you will be rewarded with another admission ticket for free! Time to gather your childhood playmates to visit sky100 and join in the carnival fun!

Stay vigilant and ensure the safety of all with precautionary measures against COVID-19

To ensure a safe and enjoyable environment for all, sky100 will closely monitor the development of COVID-19 and has implemented 10 preventive anti-epidemic measures to curb the virus from spreading:

Before entering sky100:

1. All guests are required to fill out a health declaration forms with entry times and name of companions recorded in case contact tracing is required. Guests who have travelled abroad or who have just arrived in Hong Kong should visit sky100 at least 14 days after their arrival.
2. All guests and staff are required to wear surgical masks throughout their stay in sky100 and should use the hand sanitizer provided to clean their hands before entering sky100.
3. All guests are subject to mandatory temperature screening before entry. If a temperature reading is above 37.5 °C, entry will be declined and guests will be advised to seek medical attention.

After entering sky100:

4. A **Smart Disinfection Station** is placed at the Main Entrance of sky100 to automatically dispense disinfectant spray to clean and sanitize all guests and staff upon entry.
5. All handrails of escalators and lift cabins are sanitized every two hours.
6. All internal surfaces of lift cabins have been applied with a liquid-repelling nano-coating to prevent the growth of germs and viruses.
7. Arranged dedicated staff to sanitize the toys immediately after guests left the play zone. Next group of guests are required to clean their hands again with disinfectant hand rub before playing with the toys.
8. Daily air disinfection treatment takes place before sky100 opens to the public. During the deck opening hours, deep cleaning is also conducted three times a day with 1:49 diluted bleach in all public areas of the observation deck.
9. Deployed an **AI Housekeeper** to spritz disinfection spray on his regular patrols throughout the observation deck.

10. Visitor flows will be closely monitored and controlled at all times, including in the lifts and observation deck areas. Guests are allowed to visit sky100 in a group of maximum 4 people and each group has to maintain a social distance of at least 1.5 meter.

sky100 will deny entry or stay to any guests who fail to comply with the precautionary measures stated above. We understand that these anti-epidemic measures may cause some inconvenience, and we thank visitors for their kind understanding and co-operation.

Details of “sky100 Kids Carnival”*

Date : 11 September to 31 October 2020
Opening Hours : Daily from 11 a.m. to 8 p.m. (last admission at 7:30 p.m.)
Play Zone : Monday to Friday: 12 noon – 6 p.m.
Opening Hours : Saturday to Sunday: 11 a.m. – 6 p.m.
Venue : sky100 Hong Kong Observation Deck, 100/F, International Commerce Centre, Kowloon Station, Hong Kong
Hotline : 852 - 2613 3888 (10 a.m. to 6 p.m.)

****The opening hours of sky100 are subject to change. Visitors are advised to check the details, opening hours and event timetables at sky100's official website before their visit. Terms and conditions apply; please refer to the sky100 Hong Kong Observation Deck official website.***

For details of sky100 Hong Kong Sky Observation Deck, please visit the sky100 official website (www.sky100.com.hk), Facebook page (www.facebook.com/sky100hk) and weibo (<http://weibo.com/sky100hk>)

— End —

About sky100 Hong Kong Observation Deck

Developed by Sun Hung Kai Properties, sky100 Hong Kong Observation Deck is located on the 100th floor of International Commerce Centre, the tallest building in Hong Kong. At 393 metres above sea level, it is the only indoor observation deck in Hong Kong offering 360-degree views of the territory and its famous Victoria Harbour. This world-class attraction is complemented by a well-connected transportation network, including the Express Rail Link Hong Kong West Kowloon Terminus, and a prestigious shopping mall. It also features Hong Kong's fastest double-deck high-speed elevators, which reach the 100th floor in just 60 seconds. sky100 Hong Kong Observation Deck introduces different facets of Hong Kong culture via various multimedia exhibits. "sky100's Tales of Hong Kong", a 28-metre-long multimedia story wall, showcases 100 fascinating local tales and anecdotes. The interactive sky100 mobile app and the "Sky-High Tech Zone" create a virtual dynamic world which allows guests to discover the beauty of Hong Kong in a brand-new perspective through Augmented Reality (AR) and Virtual Reality (VR) technology. Guests can savour a range of delectable treats and enjoy boundless sea views at Café 100 by The Ritz-Carlton, Hong Kong on the west side of the deck, a truly double delight of taste and visual pleasure. sky100 proudly offers visitors and their loved ones Hong Kong's most memorable sky-high experience in every season and at all times of day.

sky100 Hong Kong Observation Deck has received Travellers' Choice (formerly Certificate of Excellence "CoE") for seven consecutive years since 2014 from renowned travel website TripAdvisor in recognition of its breath-taking views and outstanding hospitality. It is also named by CNN as one of the 17 beautiful places to see in Hong Kong. sky100 is one of the eight founding members of the Hong Kong Association of Amusement Parks and Attractions, as well as the only member in Hong Kong of the World Federation of Great Towers.

This press release is issued by Joyous Communications on behalf of sky100 Hong Kong Observation Deck. For media enquiries, please contact:

sky100 Hong Kong Observation Deck Joyous Communications

Ms Joni Chu

Ms Cherry Wu / Ms Amada Lam

Tel: (852) 2613 3805

Tel: (852) 2560 8186 or (852) 2560 8232

Email: jonichu@sky100.com.hk

Email: cherrywu@joyoushk.com / amandalam@joyoushk.com

Photo Captions



Photo 1:

From 11 September to 31 October, **sky100 Hong Kong Observation Deck (sky100)** in collaboration with **Kids Kingdom**, the sole distributor of Mattel toys in Hong Kong and Macau, **proudly present the “sky100 Kids Carnival”**. Bringing together some of the world’s best-loved toys, including **Barbie, Thomas & Friends, Hot Wheels, various dinosaurs, and board games such as UNO and Scrabble**, all at a height of 393 metres, this one-of-a-kind Kids Carnival is the highest play zone in the city where like-minded toy fans can share and play together.



Photo 2:

Play Zone 1: Wheels Fanatics

Exciting adventures await with popular Hot Wheels play sets and a Thomas and Friends Super Station. Come along with your kids as they explore an inspirational world of speed! This zone also features multiple IG hot spots, including a giant Thomas engine head and a Hot Wheels ‘Challenge Accepted’ podium, where little racers can take lots of adorable photos.



Photo 3:

Play Zone 2: Barbie Styling Studio

sky100 is creating a unique “Barbie Styling Studio” in the sky. With the theme, “Barbie You Can Be Anything”, fans are invited to come and meet Barbie in a variety of different styles and careers, from nurse, cook, scientist and rocket engineer to figure skater, gymnast and more—all with the magnificent backdrop of Hong Kong Island and the Kowloon Peninsula. There’s even a special edition of the Barbie Star Wars series exhibited on site, an absolutely unmissable treat for all Barbie fans!



Photo 4:

Play Zone 3: Dinosaur Kingdom

A range of prehistoric creatures await you in this jungle-themed play zone, where children can hug a friendly 91cm-tall brachiosaurus or take part in a battle between different dinosaurs as they stretch their wings and sway their killer tails. Join us on a journey back through time for an immersive experience of the Mesozoic Era!



Photo 5:

Play Zone 4: Brain Teasers

In addition to its play zones for kids, sky100 has also prepared “Brain Teasers” featuring classic Mattel board games such as UNO, Blokus, Scrabble and more. Come and give your brain a sky-high boost!



Photo 6:

During the “sky100 Kids Carnival” promotion, sky100 is launching a new **“Kids Go Free”** offer enabling **children to enjoy free admission, while the companion adult can also enjoy 25% off the regular ticket price**. Simply purchase one Adult Ticket at HK\$141, and a child aged between 3 to 11 years old can enjoy admission to sky100 absolutely free!





Photo 7:

By presenting a child's admission ticket at Café 100 by The Ritz-Carlton, Hong Kong, kids can enjoy a 15% discount when purchasing the popular Hokkaido milk soft ice cream.



Photo 8:

Café 100 has also specially designed a new "Unicorn Pancake" for little visitors. This cute and fluffy pancake garnished with mixed berries, maple syrup and Chantilly cream are sure to be a hot item.





Photo 9:

Kids are invited to scan the QR code in each of the four play zones and claim a letter of the alphabet by answering a question. By collecting all four letters and correctly guessing the secret password, kids will win an **exclusive shopping discount** to bring home their favourite toys.



Photo 10:

Besides kids, adults can also take advantage of the **“Young at Heart Buy-1-Get-1-Free Ticket Offer”**. From 11 September till 31 October 2020, simply purchase one Standard Adult Published Priced Ticket at HK\$188 via sky100 official website or walk-in at 1/F sky100 Ticket Centre, and you will be rewarded with another admission ticket for free! Time to gather your childhood playmates to visit sky100 and join in the carnival fun!

Press Release



Photo 11:

To ensure a safe and enjoyable environment for all, sky100 will closely monitor the development of COVID-19 and has implemented 10 preventive anti-epidemic measures to curb the virus from spreading.



Photo 12:

A **Smart Disinfection Station** is placed at the Main Entrance of sky100 to automatically dispense disinfectant spray to clean and sanitize all guests and staff upon entry.

Press Release



Photo 13:

Arranged dedicated staff to sanitize the toys immediately after guests left the play zone. Next group of guests are required to clean their hands again with disinfectant hand rub before playing with the toys.



Photo 14:

Deployed an **AI Housekeeper** to spritz disinfection spray on his regular patrols throughout the observation deck.

