

sky100 kicks off a series of celebrations for its 10th Anniversary with Hong Kong Resident Exclusive “Extraordinary Birthday Offers”

(10 March 2021, Hong Kong) sky100 Hong Kong Observation Deck (sky100) is turning 10 this year! To thank everyone for their exceptional support over the last decade, from now until 30 June 2021, sky100 is launching the **Hong Kong resident exclusive “Extraordinary Birthday Offers”** to kick off a series of celebrations, inviting everyone to soar to 393 metres above sea level at the city’s tallest building and share the birthday joy with their loved ones at sky100.

Details of the Hong Kong resident exclusive “Extraordinary Birthday Offers”:

1) Free admission in birthday month and 50% ticket discounts for companions

sky100’s birthday offer has been extremely popular since it was launched in 2017, creating sky-high fond memories for many HongKongers. 2021 marks the 10th birthday of sky100, to celebrate this amazing occasion, sky100 is launching the **Extraordinary Birthday Offers** to spread the cheers! From now until 30 June, Hong Kong residents who visit sky100 during their birthday month can enjoy free admission! Simply present a valid HKID card or birth certificate (for children age under 12) at the 1/F Ticket Centre and come with at least one companion who purchase the sky100 ticket with the **Extraordinary Birthday Offer** can redeem this special privilege. With this offer, not only the birthday star will be awarded with a free ticket, up to three companions can also enjoy 50% discount when purchasing the Standard Ticket¹ (discounted ticket price for Adult is HKD99 and HKD64 for Children/Senior). For more details, please refer to: <https://sky100.com.hk/en/offers/extraordinary-birthday-offer/>

2) Café 100 by The Ritz-Carlton, Hong Kong Extraordinary Birthday Celebration Package offering Great Value for Money combo with tickets, birthday cake and drinks

Let’s bring the birthday celebration to a new height! Treat your friends or family members with the breathtaking 360-degree views of the Hong Kong skyline and a tantalizing a birthday cake from Café 100 by The Ritz-Carlton, Hong Kong. From now until 30 June, Hong Kong residents can purchase the **“Extraordinary Birthday Celebration Package”** on sky100 official website at a discounted price of HK\$298 during their birthday month. Package including two adult admission tickets, a half pound chocolate cake from Café 100 by The Ritz-Carlton, Hong Kong and two coffee or tea from Nespresso and TWG. Savour the rich chocolate cake with fragrance hot drinks as you overlook the boundless seaview, an unique sky-high dining experience that probably is the best birthday gift for your loved ones! For more details, please refer to: <https://sky100.com.hk/en/offers/extraordinary-birthday-celebration-package/>

In addition, since sky100 was closed from 2 December 2020 to 17 February 2021 as part of the anti-epidemic measures implemented by the government to curb the spreading of COVID-19, Hong Kong residents with **birthdays from December to February can take advantage of the “Extraordinary Birthday Offers” and have a make up birthday celebration at sky100 by 31 March 2021.**

¹ sky100 Standard Ticket: adult at HKD198, child or senior at HKD128.

Stay Vigilant with Precautionary Measures against COVID-19 to Ensure Safety of All

As required by the latest health and safety regulations, sky100 has implemented a series of precautionary measures, including the arrangement for staff to undergo the COVID-19 test and obtained negative results before duty deployment. Staff will undergo such test every 14 days as a continuous preventive measure. Besides, sky100 also strengthened 10 anti-epidemic measures to curb the virus from spreading.

Before Entering sky100:

1. All guests are required to scan the QR code of the “LeaveHomeSafe” mobile application or fill out contact details in case contact tracing is required.
2. Guests who have travelled abroad or who have just arrived in Hong Kong should visit sky100 at least 21 days after their arrival.
3. All guests and staff are required to wear surgical masks throughout their stay in sky100 and must use the hand sanitizer provided to clean their hands before entering the premise.
4. 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.

Inside sky100:

5. 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.
6. All handrails of escalators and lift cabins are sanitized every two hours.
7. All internal surfaces of lift cabins have been applied with a liquid-repelling nano-coating to prevent the growth of germs and viruses.
8. Daily air disinfection treatment takes place before sky100 opens to the public. During the deck opening hours, AI Housekeeper is deployed to conduct regular air disinfection throughout the observation deck.
9. Deep cleaning is also conducted three times a day with 1:49 diluted bleach in all public areas of 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 four 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 preventive 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.

Besides, sky100 is now a certified merchant under the Anti-epidemic Hygiene Measures Certification Scheme which is launched by The Hong Kong Tourism Board (HKTB) in partnership with the Hong Kong Quality Assurance Agency (HKQAA). The scheme aims to raise awareness of epidemic prevention and provide unified guidelines on hygiene measures for various premises in Hong Kong. For details, please visit: <https://bit.ly/3goSz5K>

Details of sky100 “Extraordinary Birthday Offers” and Operating Hours*

Date : Now until 30 June 2021
Opening Hours : Daily from 11:30 a.m. to 8:30 p.m. (last entry at 7:30 p.m.)
Venue : sky100 Hong Kong Observation Deck, 100/F, International Commerce Centre, Kowloon Station, Hong Kong
Hotline : 852 - 2613 3888 (11:30 a.m. to 6:00 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>)

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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. 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:

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Photo Captions



Photo 1 :

sky100 Hong Kong Observation Deck (sky100) is turning 10 this year! To thank everyone for their exceptional support over the last decade, from now until 30 June 2021, sky100 is launching the **Hong Kong resident exclusive "Extraordinary Birthday Offers"** to kick off a series of celebrations, inviting everyone to soar to 393 metres above sea level at the city's tallest building and share the birthday joy with their loved ones at sky100.

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Photo 2 :

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Photo 2 :

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