**大埔超級城《愛心月餅暖中秋》**

**特製全港巨型80吋月餅王  、中秋消費趨勢調查發佈**

**逆境自強家庭分享感人經歷、月滿佳節發放正能量**

**Press Summary**

**11 September, 2016**

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| --- | --- | --- | --- | --- | --- |
| **Local – 4 Clippings** | | | | | **Readership** |
| Headline 12 Sep, 2016 | P.16 | w/o MF | 1/4 | $33,136.1 | 1,300,000 |
| Oriental Daily 12 Sep, 2016 | C09 | w/o MF | 1/8 | $35,548.5 | 500,000 |
| Apple Daily 12 Sep, 2016 | C07 | w/o MF | 1/18 | $8,127.0 | 992,000 |
| Sing Tao 12 Sep, 2016 | D05 | w/o MF | 1/18 | $12,980.0 | 273,000 |
|  |  |  | **Total Value:** | $89,791.6 | 3,065,000 |

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| --- | --- | --- |
| **Online - 9 Clippings** | | |
| Headline 11 Sep, 2016 | <http://hd.stheadline.com/news/realtime/ent/1094769/> | $578.7 |
| Hong Kong 01 11 Sep, 2016 | <http://www.hk01.com/%E6%B8%AF%E8%81%9E/42488/80%E5%91%8E%E5%B7%A8%E5%9E%8B%E6%9C%88%E9%A4%85-%E9%80%81%E8%B4%88200%E4%BD%8E%E6%94%B6%E5%85%A5%E5%AE%B6%E5%BA%AD%E9%BD%8A%E6%85%B6%E4%BD%B3%E7%AF%80> | $4,500.0 |
| On cc 11 Sep, 2016 | <http://hk.on.cc/hk/bkn/cnt/entertainment/20160911/bkn-20160911142255071-0911_00862_001.html> | $6,840.0 |
| On cc 11 Sep, 2016 | <http://hk.on.cc/hk/bkn/cnt/entertainment/20160911/bkn-20160911135133728-0911_00862_001.html> | $7,560.0 |
| Yahoo! Via Sing Tao 11 Sep, 2016 | <https://hk.news.yahoo.com/%E5%AD%9D%E9%A0%86%E5%A5%B3%E8%8A%B7%E6%99%B4%E8%AB%8B%E7%88%B6%E8%A6%AA%E9%9F%93%E5%9C%8B%E9%81%8A%E6%85%B6%E7%94%9F-%E9%BB%83%E6%97%A5%E8%8F%AF%E7%88%86%E8%B2%B7%E6%BD%AE%E6%9C%8D-082000243.html> | $1,061.0 |
| Sing Tao 12 Sep, 2016 | <http://std.stheadline.com/daily/news-content.php?id=1475571&target=2> | $707.3 |
| Yahoo! Via Sing Tao 12 Sep, 2016 | <https://hk.celebrity.yahoo.com/%E9%BB%83%E8%8A%B7%E6%99%B4%E7%88%86%E7%88%B8%E7%88%B8%E5%8B%81%E8%B2%B7%E9%9D%9A%E8%A1%AB-222018901.html> | $450.1 |
| Apple Daily 12 Sep, 2016 | <http://hk.apple.nextmedia.com/entertainment/art/20160912/19767833> | $532.0 |
| Oriental Daily 12 Sep, 2016 | <http://orientaldaily.on.cc/cnt/entertainment/20160912/00282_062.html> | $3,600.0 |
|  | **Total Value:** | $25,250.4 |