

**PRESS RELEASE
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**ARC (ALEXANDRA RETAIL CENTRE)
THE MOST BEAUTIFUL MUM CONTEST 2014 FINALS**

5 MAY 2014, SINGAPORE – The Finals of The Most Beautiful Mum Contest 2014 will take place at ARC (Alexandra Retail Centre) on Saturday, 10 May at 2pm. Into its second consecutive year, the Contest will feature 20 gorgeous looking mothers from all walks of life who emerged top among 71 participants during the Heats.

About the Contest

The Most Beautiful Mum Contest 2014 Finals will showcase the beauty and talents of the most important woman in our lives – our mothers. Divided into two age categories – mothers 40 years old and below and mothers above 40 – contestants ranging from home makers to corporate high fliers will be required to perform a catwalk, do a self introduction and a short performance to showcase their talents.

These contestants show that mothers can still look glamorous while juggling work, children and household chores. “I have a part time job and I also care for my grandson and family. I want to set an example especially to women of my age that we can still look beautiful if we put in effort”, said Mdm Rosie Teo, 61, grandmother of a seven-year-old boy and the oldest finalist for the Contest. Mdm Teo will be performing a magic trick for the Talent Showcase segment.

The Contest, held by Alexandra Retail Centre, is not only about beauty and winning. It has attracted repeat participants who use this as a platform to meet like-minded people. Mdm Anupriya, 33, a mother of 2 children who took part in the Contest in 2013 joined this year’s Contest to expand her social circle. “Being a housewife, my life revolves around my family. Joining the Contest again this year allows me to exchange parenting tips with other mothers”.

The winners of this year’s Contest will be decided by a panel of judges including the winners from 2013 - Patricia Ng and Sally Seow (also crowned Mrs Singapore 2013) as well as celebrity mum Jacelyn Tay who owns a wellness centre Body Inc. “Being a mum has rejuvenated my life and I feel blessed”, says Jacelyn. Balancing her time and energy between work, family and a 3 year-old son, Jacelyn exemplifies the quality that having children and work are challenges that mothers readily embrace and overcome.

Contestants will be judged based on their personality, presentation and personal appearance. Winners from each category will receive prizes from Adeline Beauty Spa, Bobbi Brown, Canton Paradise, OSIM, Parkway Shenton, PPP Laser Clinic, Precious Thots and Soo Kee Jewellery. The Most Talented Mum also stands to win attractive prizes.

This event is open to the public and admission is free.

Mapletree Commercial Property Management Pte. Ltd.
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List of Prizes

Champion From Each Category

PPP Laser Clinic Treatment Package	\$ 4,600
Soo Kee Jewellery Set	\$ 3,000
Bobbi Brown Assorted Makeup Products	\$ 500
Canton Paradise Mother's Day Set Menu	\$ 500
Shenton Wellness Clinic Treatment Package	\$ 399
OSIM uRelax	\$ 238
Adeline Beauty Spa Treatment Voucher	\$ 100
Precious Thots Soft Toy Flower Bouquet	\$ 89
esBoudoir Voucher	\$ 50

First Runner-up From Each Category

PPP Laser Clinic Treatment Package	\$ 3,100
Soo Kee Jewellery Set	\$ 2,000
Bobbi Brown Assorted Makeup Products	\$ 300
OSIM uPebble	\$ 208
Shenton Wellness Clinic Treatment Package	\$ 165
Adeline Beauty Spa Treatment Voucher	\$ 100
Precious Thots Soft Toy Flower Bouquet	\$ 89
esBoudoir Voucher	\$ 50

Second Runner-up From Each Category

PPP Laser Clinic Treatment Package	\$ 2,100
Soo Kee Jewellery Set	\$ 1,000
Bobbi Brown Assorted Makeup Products	\$ 250
OSIM uCozy	\$ 188
Adeline Beauty Spa Treatment Voucher	\$ 100
Shenton Wellness Clinic Treatment Package	\$ 95
Precious Thots Soft Toy Flower Bouquet	\$ 89
esBoudoir Voucher	\$ 50

The Most Talented Mum

Bobbi Brown Assorted Makeup Products	\$ 350
OSIM uBio	\$ 888
Precious Thots Soft Toy Flower Bouquet	\$ 89

All other Finalists

Soo Kee Jewellery pendant	\$ 200
Adeline Beauty Spa Treatment Voucher	\$ 100
esBoudoir voucher	\$ 50

Panel of Judges

1. Jacelyn Tay, Celebrity mum and owner of wellness centre Body Inc.
2. Adeline Lee, Owner of Adeline Beauty Spa
3. Sally Seow, Winner of The Most Beautiful Mum Contest 2013 (Mums 35 years old and below) and Winner of Mrs Singapore 2013
4. Patricia Ng, Winner of The Most Beautiful Mum Contest 2013 (Mums above 35 years old)
5. Chang Yeng Cheong, Deputy Head, Marketing Communications, MCPM

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About ARC (Alexandra Retail Centre)

Built to house an inviting retail environment, the comprehensive array of stores at ARC is punctuated with open spaces and generous walkways which offer visitors a conducive shopping experience. With a net lettable area of approximately 89,000 sq ft, the three-storey retail centre offers a varied mix of food and beverage, supermarket, lifestyle, services and retail tenants.

Set amidst offices, schools, residences and the Labrador Park MRT Station on the Circle Line, ARC complements the amenities centre at Mapletree Business City and provides the ideal retail solution for the large population in the vicinity.

Address: 460 Alexandra Road, Singapore 119963

About Mapletree Commercial Trust

Mapletree Commercial Trust (MCT) is a Singapore-focused REIT that invests on a long-term basis, directly or indirectly, in a diversified portfolio of income-producing real estate used primarily for office and/or retail purposes, whether wholly or partially, in Singapore, as well as real estate related assets.

MCT is managed by Mapletree Commercial Trust Management Ltd., a wholly-owned subsidiary of Mapletree Investments Pte Ltd. The key financial objectives of the Manager are to provide Unitholders of MCT with an attractive rate of return on their investment through regular and stable distributions and to achieve long-term growth in Distribution Per Unit and net asset value per Unit, while maintaining an appropriate capital structure for MCT.