

EMPIRE STATE BUILDING LAUNCHES THIRD ANNUAL PHOTO CONTEST EXCLUSIVELY FOR CONTESTANTS FROM CHINA

New York, NY, September 18, 2018 – Empire State Realty Trust, Inc. (NYSE: ESRT) today announced the launch of its third annual photo contest exclusively for Chinese fans of the Empire State Building (ESB). Photographers of all levels are invited to submit their original photos of the iconic landmark or the unparalleled views from ESB’s world-famous Observatories via Sina Weibo or WeChat. Those who submit will compete to win four (4) Lucky Draw prizes or the ultimate Grand Prize of a Nikon D3400 with a customized ESB camera strap.

As a global icon, ESB is a pinnacle part of a Chinese traveler’s New York City experience. Pictures of the building continue to be a key subject of NYC visit posts on both Sina Weibo and WeChat’s Moments. As part of the Empire State Building’s continued interest to engage with its valued Chinese travelers, this exclusive photo contest offers Chinese fans an opportunity to win a prize for sharing their experience through their social media platforms.

“The Empire State Building has reimaged ways to enhance the Guest experience and recently unveiled a brand-new Guest-only Observatory entrance and lobby on 34th Street. The new entrance, which features signage in nine languages including Mandarin and a majestic 25-foot building model, gives Chinese visitors even more recallable moments and opportunities for spectacular photos,” said Anthony E. Malkin, Chairman and CEO of ESRT. “Weibo and WeChat fans may now showcase these new updates, along with our 360-degree views, through their unique perspective.”

There are two ways to participate in the contest: 1) Follow the official Sina Weibo account of the Empire State Building and share the photos with a tag @帝国大厦摄影作品大赛(ESB Photo Contest) and the hashtag #THE2018ESBPHOTOCONTEST#; or 2) Follow the official WeChat account (ID: esbochina), submit the photo via WeChat private message together with a text message in the form of “Photo contest + Name + Mobile number + Photography theme.” The contest will last from September 18, 2018, at 9:00 PM Beijing Local Time (“BLT”) through October 24, 2018, at 11:59 PM BLT.

For the official contest rules and detailed information about the judging process, please visit [Sina Weibo](#) or @esbochina on WeChat.

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About the Empire State Building

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building, owned by Empire State Realty Trust, Inc., is the “World’s Most Famous Building.” With new investments in energy efficiency, infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper’s robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America’s favorite building in a poll conducted by the American Institute of Architects, and the Empire State Building Observatory is one of the world’s most beloved attractions as the region’s #1 tourist destination. For more information on the Empire State Building, please visit www.empirestatebuilding.com, www.facebook.com/empirestatebuilding, [@EmpireStateBldg](https://www.instagram.com/empirestatebldg/), www.instagram.com/empirestatebldg/, www.youtube.com/esbnyc or www.pinterest.com/empirestatebldg/.

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