

CHAIRMAN'S MESSAGE

It is heartening to note that our start to the year 2011 has been an eventful and successful one with many firsts and recognition of our achievements thus far.

On 15 December 2010, we launched the BCARD, a premier lifestyle and brand-focused loyalty programme which offers our loyal supporters and customers the opportunity to collect points when they spend and then redeeming them for exciting gifts and prizes. Partners with over 35 merchants, there are over 75,000 BCARD members in the Klang Valley and we are scheduled to launch this card nationwide in the third quarter of 2011.

On the food & beverage front, Berjaya Food ("BFood") was listed on the Main Board of Bursa Malaysia Securities Berhad on 8 March 2011. BFood is involved in the development and operations of Kenny Rogers ROASTERS ("KRR") restaurants in Malaysia and has also obtained the exclusive master franchisee rights to the KRR brand in the country. BFood currently owns 52 of the total 67 KRR restaurants nationwide and with this listing, we target to open 8 to 10 new restaurants every year and increase the number of restaurants owned by BFood to 67 by the end of the 2012 financial year.

We are proud of the companies and individuals who have been acknowledged for their hard work and dedication. This year, the Group continues to win accolades and high praises with Berjaya Starbucks Coffee being awarded the BrandLaureate Specialty Award for Best Brand in Brand Culture at the recent BrandLaureate Awards 2010-2011 held on 23 March 2011. This is the company's third consecutive BrandLaureate award. I am also pleased to announce that Berjaya Hills Golf & Country Club has been awarded The Best Highlands Golf Course in Asia by the Asia Pacific Brands Foundation 2010 and the International Award as an Outstanding Establishment in the Tourism Hotel and Catering Industry for the year 2010 by the Trade Leader Club of Spain in addition to numerous votes and mentions in polls conducted locally by The Star, NST and Par Golf Magazine.

I am humbled by the Group's initiative in creating and celebrating Berjaya Founder's Day, which will be an annual event in the Berjaya calendar, and it will be dedicated to serving and engaging the community.

I would like to congratulate every staff and company for our inaugural Berjaya Founder's Day which was a great success. It was a collective effort that we were able to raise RM1.6 million for 25 charitable organisations. I am proud to have personally matched this sum dollar for dollar, making a total contribution of RM3.2 million. In conjunction with celebrating Founder's Day, I have also contributed a further RM3.4 million to another 5 charitable organisations bringing our total contribution to RM6.6million.

The community engagement for Berjaya Founder's Day was truly heart-warming. I was pleased to see staff of the Berjaya Corporation group of companies coming together with our community partners, namely celebrity friends, business associates, bankers, vendors, and the general public to contribute cash, as well as time and effort to raise funds for charity.

On the international front, eCosway.com Sdn. Bhd., 7-Eleven Sdn. Bhd. and Bermaz Motor Sdn. Bhd. each donated US\$100,000 in support of the Welfare Association of Wives and Deputy Ministers' (BAKTI) relief efforts to assist victims of the recent earthquake and tsunami in Japan, which are still being carried out in the areas and communities affected by the tragedy.

For this new year 2011, let us raise our benchmarks in preparation for even greater achievements both personally and as a team. Continue to be dedicated in carrying out your duties and together we will achieve all the targets and goals we have set for the Group. I hope that the coming year will bring you peace, good health, good cheer and much prosperity.

*Tan Sri Dato' Seri Vincent
Tan Chee Yioun*



Berjaya Food Launches Prospectus

Berjaya Food Berhad ("BFood"), a wholly-owned subsidiary of Berjaya Corporation Berhad launched its prospectus on 18 February 2011 in conjunction with its proposed listing on the Main Board of Bursa Malaysia Securities Berhad.

The IPO entailed an Offer For Sale of 35.84 million ordinary shares of RM0.50 each, equivalent to 25.35% of BFood, at an issue price of RM0.51.

BFood is involved in the development and operation of the Kenny Rogers Roasters ("KRR") chain of restaurants in Malaysia. BFood has also obtained the exclusive master franchisee rights to the KRR brand in Malaysia. Since the opening of the Group's first KRR restaurant in Malaysia in 1994, BFood currently owns 52 KRR restaurants located throughout Malaysia.

To-date, there are a total of 67 KRR restaurants nationwide of which 52 are owned by BFood whilst the remaining 13 are owned by independent franchisees.

Speaking at the prospectus launching ceremony, Dato' Francis Lee, Chief Executive Officer of BFood said, "We are very excited about our future prospects. The local food service market is expected to grow in the coming years, driven by the increase in the average Malaysian consumption spending and the growing trend of eating out. Furthermore, as Malaysian families are becoming increasingly health conscious, this augurs well for us as we have an established household name amongst Malaysian consumers for serving healthy and wholesome meals."

"With our listing, we are inviting investors to participate in the Company's growth potential. We target to open eight to ten new restaurants every year and aim to increase our number of Company-owned restaurants to 67 by the end of our financial year ended 30 April 2012," he added further.

According to the prospectus, BFood intends to distribute dividends of up to 50% of the Company's net profit to the shareholders.

BFood was listed on the Main Board of Bursa Malaysia Securities Berhad on 8 March 2011.

For the financial year ended 30 April 2010, the Company reported net profit of RM8.7 million on the back of revenue of RM60.4 million. For its audited 4 month financial period ended 31 August 2010, the Company posted net profit of RM3.3 million against revenue of RM22.4 million.

From L-R: Dato' Francis Lee, Dato' Robin Tan and a representative from AmlInvestment Bank Berhad at the launch of the prospectus on 18 February 2011.



Performance of Companies as at 31 January 2011(Unaudited)

Company	Revenue 9 Months Ended 31 January 2011 (RM'000)	Profit Before Tax 9 Months Ended 31 January 2011 (RM '000)
Berjaya Corporation Berhad	5,241,714	612,645
Berjaya Land Berhad	2,992,209	353,427
Berjaya Sports Toto Berhad	2,532,351	357,831
Berjaya Media Berhad	43,229	8,099
Berjaya Food Berhad	54,186	10,504
Berjaya Assets Berhad	273,054*	99,394*
Berjaya Retail Berhad	1,719,841#	70,904#

* As at 31 March 2011 # For 12 months ended 31 December 2010



Berjaya Founder's Day Raised RM3.2 Million For 25 Beneficiaries

(Continued from back page)



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1. Staff distributing the birthday cake to the public.
2. Staff volunteers at the voucher sales counter.
3. Over 30,000 people were at Berjaya Times Square for Berjaya Founder's Day.
4. The 2-day blood donation campaign held on 24 and 25 February 2011.



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No. Beneficiaries

- 1 Breast Cancer Welfare Association Malaysia
- 2 Buddhist Tzu-Chi Merit Society Malaysia & Taiwan Buddhist Tzu-Chi Foundation Malaysia
- 3 Cleft Lip And Palate Association Of Malaysia
- 4 Dignity for Children Foundation
- 5 Grace Community Services
- 6 Kasih Foundation
- 7 Kuen Cheng High School
- 8 Malaysian Association for The Blind
- 9 MERCY Malaysia
- 10 Montfort Youth Training Centre, Sabah
- 11 Mount Miriam Cancer Hospital
- 12 National Autism Society of Malaysia
- 13 National Kidney Foundation of Malaysia
- 14 National Stroke Association of Malaysia
- 15 PAWS Animal Welfare Society Malaysia
- 16 Persatuan Brahma Kumaris Raja Yoga
- 17 Persatuan Ibu Tunggal, Warga Emas & Orang Kurang Upaya Cheras (PRIMAS)
- 18 Persatuan Kebajikan Anak Pesakit HIV/AIDS Nurul Iman Malaysia (PERNIM)
- 19 Persatuan Kebajikan HOPE Worldwide Kuala Lumpur
- 20 P.S. the Children
- 21 PT Foundation
- 22 Pusat Harian Kanak-Kanak Spastik Ipoh
- 23 Pusat Penjagaan Kanak-Kanak Cacat Taman Megah
- 24 Rumah Titian Kaseh
- 25 Sea Turtle Research Unit (SEATRU), Redang
- 26 St. Nicholas' Home, Penang
- 27 TAT Turtle Sanctuary, Tioman
- 28 Ti-Ratana Welfare Society
- 29 World Vision Malaysia
- 30 Yayasan Anak Warisan Alam

Berjaya Founder's Day Raised RM3.2 Million For 25 Beneficiaries

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1. Sports Toto's booth.
2. Brisk sales at the Cosway booth.
3. U Mobile's games booth.
4. The team from Berjaya Times Square.
5. The Berjaya University College of Hospitality booth.
6. The team from Restoran Rasa Utara.
7. Desa Water Park's game stall.
8. Assortment of Malay kueh was sold at Group Human Resource's booth.
9. The team from Berjaya Hotels & Resorts.
10. Flying disc game booth managed by Inter-Pacific Securities.
11. Savory snacks, cupcakes and handicraft items for sale at Berjaya Land Bhd.'s booth.
12. The Kenny Rogers ROASTERS On The Move mobile restaurant.
13. Group photo of some of the people behind the event.

Berjaya Founder's Day Cheque Presentation Ceremony



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A cheque presentation ceremony was held at Berjaya Times Square Hotel on 12 April 2011 which was attended by representatives from all the beneficiaries which were involved in the Berjaya Founder's Day celebration as well as celebrities and friends who participated in the celebration held on 26 February 2011.

YAB Datin Paduka Seri Rosmah Mansor, wife of the Prime Minister of Malaysia presented the mock cheques to representatives of the 30 beneficiaries who each received some of the RM6.6 million raised during the Berjaya Founder's Day celebration. She was accompanied on stage by YAB Puan Sri Norainee Abdul Rahman, wife of the Deputy Prime Minister of Malaysia and Dato' Robin Tan.

In addition, Berjaya Cares Foundation presented 6 vans to 4 non-governmental organizations (NGOs) for their daily use. The 4 NGOs are Grace Community Services and Ti-Ratana Welfare Society, which received 2 vans each, with one van fitted with special fittings for wheelchair users and Montfort Youth Training Centre and Yayasan Anak Warisan Salam, which received 1 van each.

In her speech, YAB Datin Paduka Seri Rosmah Mansor thanked and congratulated Berjaya Corporation Group of Companies under the leadership of Y. Bhg. Tan Sri Dato' Seri Vincent Tan for "their selfless act of kindness in giving the much needed aid to the underprivileged and unfortunate children in this country", urging successful corporations to emulate this noble initiative and join in the philanthropic movement in giving back to the society.

1. YAB Datin Paduka Seri Rosmah Mansor (centre), YAB Puan Sri Norainee Abdul Rahman (7th from right), Dato' Robin Tan (7th from left) with representatives from the 30 charitable and non-governmental organizations at the ceremony.

2. Dato' Robin Tan (left) presenting the Berjaya Cares Foundation-sponsored van to Ven. K. Dhammaratana (centre), Advisor / Founder of Ti-Ratana Welfare Society. With them is Mr. Qian Yao, Vice General Manager of Shenyang Brilliance Automobile Co. Ltd. (right).

3. Dato Robin Tan (right) presenting the Berjaya Cares Foundation-sponsored van to En. Adly Mohamed, Chief Executive Officer of Yayasan Anak Warisan Alam (YAWA) (left).

4. Dato' Robin Tan (far left) presenting the Berjaya Cares Foundation-sponsored van to Dr. Henry K. Pillai, Founder / Chairman of Grace Community Services (2nd from left). With them are Roy Tan, Director of Social Works of Grace Community Services (far right) and Mr. Qian Yao, Vice General Manager of Shenyang Brilliance Automobile Co. Ltd. (2nd from right).



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Launch of BCARD

At the BCARD launch in Berjaya Times Square on 15 December 2010.
 From L-R : Ganesh Kumar Bangah, Group Chief Executive Officer of MOL Global, Dato' Azlan Meah, Executive Director of Berjaya Corporation Bhd, Gary Yeoh, Director of B Loyalty and Dato' Robin Tan, Chief Executive Officer of Berjaya Corporation Bhd.



BCARD celebrity friends and Berjaya management including Dato' Robin Tan, Chief Executive Officer of Berjaya Corporation Bhd (middle) posing with a replica of the BCARD during the launch at Berjaya Times Square.

15 December 2010 marked the launch of BCARD, a premier lifestyle and brand-focused loyalty programme that offers customers a variety of lifestyle choices, products and services. Partnering with over 35 merchants, BCARD currently has over 75,000 members who can collect points when they spend, and redeem them at over 160 participating outlets in the Klang Valley. BCARD is scheduled to be launched nationwide in the third quarter of 2011.

The BCARD is a pre-activated card and can be used immediately to collect points. Simply make a purchase, collect your BPoints and redeem them at BCARD participating outlets near you. You can also redeem exclusive items online at www.bcard.com.my. Subsequently, two promotions were also successfully launched in December 2010 and in March 2011 for BCARD members.

For more information please contact the BCARD Call Centre at 03-2119 2999.



From 15 December 2010 until 31 January 2011, members were entitled to collect 3X Points at all 160 participating BCARD outlets in the Klang Valley.



During the month of March 2011, BCARD held a promotion encouraging the public to sign up as BCARD members for free and get a chance to win holiday packages to Berjaya Langkawi Resort and Berjaya Tioman Resort.



U Mobile and ZTE Announce Plans To Build a 100 Mbps Wireless Network In Malaysia

On 15 March 2011, U Mobile Sdn. Bhd. (U Mobile) and ZTE Corporation (ZTE) signed an agreement to bring a 100 Mbps wireless network across key cities in Malaysia. The landmark agreement will see U Mobile extending its 42 Mbps mobile network in the Central Region, Negeri Sembilan and the Northern Region by the second half of 2011 as well as the installation of LTE platforms which can support 100 Mbps wireless access across Malaysia.

The signing ceremony was witnessed by YB Dato' Seri Utama Dr. Rais Yatim, Minister of Information, Communication and Culture, Malaysia and H.E. Mr. Chai Xi, the Ambassador of the People's Republic of China to Malaysia.

From L-R: H.E. Mr. Chai Xi, Ambassador of the People's Republic of China to Malaysia, Mr. Zheng Bang, President of ZTE, Dr. Kaizad Heerjee, Chief Executive Officer of U Mobile and YB Dato' Seri Utama Dr. Rais Yatim, Minister of Information, Communication and Culture of Malaysia.

Grand Opening of U Mobile's Flagship Store

On 23 March 2011, U Mobile unveiled its new and refreshed U Mobile Centre with the "Simply Different" touch on the Ground Floor of Berjaya Times Square. To celebrate the grand opening of the flagship store, U Mobile had a one-day sale called the '1+1 Just for U' campaign offering HTC Wildfire and BlackBerry Curve 9300 devices.

The promotion also included a 30-day promotional offer giving every postpaid customer a chance to win prizes such as a Sony PS3, Nintendo Wii, an iPod, Nokia E5 or a Nokia 7230 with every postpaid line registered and activated within 30 days from the date of the grand opening.



Chairman of U Mobile, Tan Sri Dato' Seri Vincent Tan (right) at the opening of U Mobile's newly revamped flagship store in Berjaya Times Square. With him are (from L-R) Dato' Rosman Ridzwan, Deputy Chairman of U Mobile and Dr. Kaizad Heerjee, Chief Executive Officer of U Mobile.



At the grand opening of the U Mobile flagship store in Berjaya Times Square.

From L-R: Dr. Kaizad Heerjee, Chief Executive Officer of U Mobile, Dato' Rosman Ridzwan, Deputy Chairman of U Mobile, Tan Sri Dato' Seri Vincent Tan, Chairman of U Mobile and Kenneth Chang, Director of U Mobile.



Dr. K K Johan, President of The BrandLaureate presenting The BrandLaureate Specialty Award for Best Brand in Brand Culture to Dato' Francis Lee, Executive Director of Berjaya Starbucks Coffee Company.

Starbucks Malaysia Bags The BrandLaureate Award for Best Brand in Brand Culture

Starbucks Malaysia was awarded TheBrandLaureate Specialty Award for Best Brand in Brand Culture at the recent The BrandLaureate Awards 2010-2011 held at Shangri-La Hotel, Kuala Lumpur on 23 March 2011.

The award was presented to Dato' Francis Lee, Executive Director of Berjaya Starbucks Coffee Company by BrandLaureate President, Dr. K K Johan and was witnessed by Y. Bhg. Tan Sri Dr. Zeti Akhtar Aziz, Governor of Bank Negara.

This marks the fifth consecutive year that Starbucks has been awarded the coveted branding award dedicated to the promotion and improvement of branding standards in Malaysia and the Asia Pacific.

The event was also attended by Sydney Quays, Marketing and Communications Director for Starbucks, Saw Yung Sheng and Andy How, Operations Managers for Starbucks as well as department managers and district managers.



Dato' Francis Lee, Executive Director of Berjaya Starbucks Coffee Company (centre) with Starbucks partners at the event.



New Products From Cosway

1 LilanVital Perfect Finish Setting Powder

- Non-comedogenic - up to 90% minerals content.
- Free of Mineral Oil and Parabens.
- Suitable for all skin types even those with acne, dry and hyper sensitive skins.
- Absorbs excess oil especially on T- Zone area.
- Visually minimizes pores, fine lines, flaws and brightens up skin in minutes.
- With the power of precious gemstones:-
 - **Amber** - improves skin texture, clarifies & brightens for more luminous skin;
 - **Tourmaline** - protects against photo-ageing;
 - **Ceramide** - delivers moisture and anti-ageing benefits for skin.

2 LilanVital ExtremeShine Gloss Stick

- Special Serum Texture so lips stay soft, smooth and moist all day.
- Crystal-Shine, Ultra-Glossy Effect.
- Treatment-driven multi-vitamin enriched formula:-
 - Melissa Officinalis Extract - hydrates, smoothens and volumises lips;
 - Inca-Inci Seed Oil (the best oil plant) - protects, rejuvenates and boosts skin elasticity.
- Free of Mineral Oil and Parabens.

3 LilanVital Vital PhytoNatural Hair Essence Water

- Infused with 7 natural precious essences, this range promises to nourish and moisturize hair with intense nutrition, leaving hair healthy, silky soft and gleaming with radiant sheen.
- Provides instant moisture and gloss to hair.
 - Tames fly-aways for better manageability.
 - Protects hair from the damaging effects of heat from blow drying, straightening and curling.
 - Excellent for all types of hair.

4 LilanVital Vital PhytoNatural Hair Essence Serum

- Infused with 7 natural precious essences, this range promises to nourish and moisturize hair with intense nutrition, leaving hair healthy, silky soft and gleaming with radiant sheen.
- Deeply conditions and moisturizes hair from root to tip.
 - Tames rebellious fizz.
 - Penetrates hair shaft to prevent split ends.
 - Intensively repairs weakened and damaged cuticles.
 - Excellent for very dry, brittle and damaged hair due to bleaching/ colouring or those with very weak natural hair.

5 Colour Sense Makeup Eraser Pencil

- Comes with duo end to erase and sponge off
- Excellent for removing mistakes or smudges for point makeup such as long-wearing and waterproof eyeliner, lipliner, mascara and eyeshadow.
- Enriched with Vitamin E, Apricot Seed Oil, Rosehip Oil & Rose Water.
- Prevent the most sensitive eye areas from dryness and fine lines.

6 Nn Wholefood Nutrition for Healthy Weight Management

Achieve your desired weight the healthy way with the raw food goodness of more than 40 fruits, vegetables, grains, mushrooms and sea plants packed into one sachet. With only 145kcal per sachet, this low GI (Glycemic Index), high fiber wholesome meal replacement formula provides sustained energy and leaves you feeling full, minus the extra calories.

Great for replacing any meal of the day!

- 100% natural.
- No added sugar.
- No artificial flavouring.



SINGER's New Range of Products

1 DVD Micro HiFi System (DV2708)

- Total 50W RMS Audio Output.
- USB Music & Photo Playback.
- Digital FM Tuner.
- Component & Composite Video outputs.
- Full function remote control.
- DVD / VCD / SVCD / DVCD / CD / MP3 / MP4 / DivX / JPEG Playback.

2 Insect Killer (BY-8WBC)

- Safety limit switch.
- Pull out tray for ease of cleaning.
- Certified International Safety Standard.
- Harmless UVA tube.
- Low electricity consumption.
- Wider coverage area.
- Non-toxic, no noise, odourless.

3 10.0kg Fully Auto Washing Machine (WT5410)

- Stainless Steel Tub.
- Direct Air Dry - Max up to 90mins.
- Big Easy Wash.
- 4 Water Levels.
- Low Noise Level.
- Soak Wash.

4 Evaporative Air Cooler (EC151S)

- Powerful air flow up to 6000m³/hr providing cooler air flow to a wider area.
- Auto swing air diffuser to cover wider area.
- Manual & remote control function.
- Honeycomb cooling pads.
- Large water tank: 35 litres.
- 3 speed control.
- Low noise level.
- Comes with a 5.0-litre bottle of Envipro Nanotech Sterilizer (worth RM99).
- Envipro Nanotech Sterilizer is best added to the water tank in air-cooler (100:1 parts) making it effective for killing germs, bacteria and viruses thus sterilizing the surrounding air and removing odour.

5 Plasma TV 50" Full HD (TPD501)

- Definition: Full HD 1080P.
- Resolution: 1920 x 1080.
- Aspect Ratio: 16:9.
- Dynamic Contrast Ratio: 3,000,000:1.
- TV Receiving System: PAL/SECAM.

6 Air-Conditioner Wall-mounted Split Type (AC6128/AC6206/AC6606/AC6626)

- Range from 1.0HP to 2.5HP, cooling capacity up to 24,000 btu/hr.
- Higher air-sterilization rate compared to ionizer.
- Cold Plasma also eliminates bad odour, bacteria, airborne particles and other pollutants.

SINGER Sales Convention 2011

The SINGER Sales Convention 2011 was successfully held at Zhuhai Dehan Hotel in Zhuhai, China from 21 until 25 March 2011, with a total of 520 achievers and management staff in attendance.

In his speech, Yeap Dein Wah, Managing Director of SINGER (Malaysia) Sdn Bhd (SINGER) thanked all the achievers for their hard work and success during the 2010 financial year. Gearing up for the new 2011 financial year, he stressed on the theme for this year - **'TEAMPOWER'**, further pledging the management team's support in helping the sales agents to boost their income through greater incentive earnings.

Allan Lee, SINGER's Field Operations General Manager congratulated the top performers and spoke on the company's expansion programme for this year which includes plans to open new branches and new SA shops, encouraging recruitment of more Sales Agents.

The top performing branches for the 2010 financial year were the Seremban 1 Branch which emerged as the **Management Core Sales Champion** followed by the Cheras Branch, which emerged as the **Management Overall Sales Champion** and the Wakaf Che Yeh Branch which won the **Management Balance Sales Performer** award. Other awards presented included the Sales Achievers Category awards, Receivable Awards and Service Awards.

The awards ceremony was followed by a gala dinner which included performances by the regional teams, a 1SINGER Best Dressed contest and Lucky Draws.



Seremban 1 Branch Manager - Mr. Mathavan a/I Sangaran (1st from left) received the Management Core Sales Champion Award from Mr. Yeap Dein Wah, Managing Director of SINGER (2nd from left) and witnessed by the management team.



Cheras Branch Manager - Mr Steven Toh Hock Thiam (1st from left) received the Management Overall Sales Champion Award from Mr. Yeap Dein Wah, Managing Director of SINGER (2nd from left) and witnessed by the management team.

Introducing The New SINGER Mascot



In conjunction with its upcoming 105th Anniversary celebration in 2011, SINGER held a 'Design a Mascot Competition' amongst its staff across Malaysia to find a new mascot to represent the company.

The chosen entry, designed by a staff from the SINGER Keningau Branch, Sabah has been named **'BUDDY'** and together with SINGER's tagline - *'Your Friend For Life'*, will represent the company from now on.

Loyal 7-Eleven Customers Win Mazda Cars

On 15 March 2011, Mr. Wong Wee Mong and Ms. Liza Binti Khalid drove away as winners of a brand new Mazda3 and a Mazda2 respectively simply by shopping with 7-Eleven and entering The BIG 7 Returns contest which was held in conjunction with 7-Eleven Day, celebrated annually by 7-Eleven retail stores worldwide. The contest ran from 4 October 2010 until 2 January 2011 with RM250,000 worth of prizes to be won including Mazda cars and Apple iPads.

The seven consolation prizes of an Apple iPad each were presented to Azura Bt. Muhamad Marican, Chung Wai Liam, Frances Loh Li Yi, Meng Yew Choy, Mohd Khairul Anuar Bin Hood, Tan Lingna and Wan Azraya Binti Wan Adnan respectively.

The BIG 7 Returns was an exclusive in-store contest where customers had to collect up to 16 points of purchase in one single receipt to be eligible to enter the contest. Points were earned by purchasing the products from participating brands such as Energizer, Panadol ActiFast, Sprite, Mister Potato, Cadbury, Paper Mate and Marigold Peel Fresh.

"7-Eleven Malaysia believes in rewarding our customers in a meaningful manner, in making the shopping experience in 7-Eleven extraordinary. The BIG 7 Returns presented an opportunity for us to reach out to our loyal customers, where we were able to give away not only one but two Mazda cars as a reward. We believe in continuous engagement for our customers to make us their convenience store of choice," said Tan U-Ming, Executive Director of 7-Eleven Malaysia.



Tan U-Ming, Executive Director of 7-Eleven Malaysia (3rd from right) presented prizes to (from L - R) Consolation Prize winners Ms. Tan Lingna, Ms. Azura Bt. Muhamad Marican, Special Prize winner Ms. Liza Binti Khalid, Grand Prize winner Mr. Wong Wee Mong and Consolation Prize winner Mr. Chung Wai Liam.



STARBUCKS®

Starbucks Celebrates 40 Years of Great Coffee
 – New Look, New Products and a Tribute to Customers, Partners and Communities



Cake Pops.



Cocoa Cappuccino beverages.

Lowest Price Guaranteed

On All Country Farm Organics Fresh Produce



1st shop : No. 2A, Jalan Puteri 1/4, Bandar Puteri 47100 Puchong
 Coming Soon in June: Taman Ipoh Selatan, Kota Kemuning

On 8 March 2011, Starbucks celebrated 40 years of sourcing, roasting and serving the world's highest quality coffee and announced the roll-out of its new in-store look focusing on the iconic Siren and a simultaneous global launch of handcrafted and artfully made food and beverage offerings. Starbucks also introduced a company-wide commitment to community service as part of its ongoing mission to help create thriving neighbourhoods.

"As we move into the next phase of our growth as a brand, we celebrate by raising our commitment to making every cup and every moment perfect. We're excited to roll out a few new experiences into stores today which we believe will delight our customers. Customers will also notice our new brand expression on cups and merchandise in our stores throughout the country," said Dato' Francis Lee, Executive Director of Berjaya Starbucks Coffee Company.

In conjunction with the anniversary celebration and the launch of Spring 2011, Starbucks Malaysia introduced the new Starbucks Tribute Blend, an unexpected blend of four different coffee beans including the Aged Sumatra, Sun-Dried Ethiopian and washed coffees from Papua New Guinea and Colombia.

Among the new items introduced that day were the Cocoa Cappuccino beverage and Starbucks Petites – eight delicious petite sized sweets including Cake Pops, Mini Cupcakes and Sweet Squares.

Starbucks Malaysia also paid tribute to its customers by offering a complimentary Cake Pop with purchase of a Cocoa Cappuccino beverage at any of its outlets throughout the country on 10 March 2011.

In addition, Starbucks hosted the Global Month of Service throughout the month of April 2011 to celebrate its commitment to community service.

"We live our mission and values by providing exceptional customer service inside our stores and by inviting customers to join us in community service outside our stores", Dato' Francis Lee added. "Our Global Month of Service is a meaningful opportunity for Starbucks partners and customers to join together as change makers to address real needs in the communities where they live and work. We believe we can use our scale to be a catalyst for positive change."

Personalized Frappuccino Training

On 22 and 23 March 2011, District Managers and Support Centre partners came together for a training session in conjunction with the introduction of the Personalized Frappuccino which was slated for April 2011.

Over the half-day training, partners learnt about customization of the new frappuccino, various choices of customization, steps in preparing the new beverage and all other relevant information about the Personalized Frappuccino.



Starbucks' partners getting hands-on experience in preparing the new frappuccino beverage.



A demonstration on how to customize the new frappuccino by the session facilitator.

Starbucks Malaysia Joins Earth Hour

Starbucks Malaysia participated in the Earth Hour 2011 Campaign to show its support and concern towards climate change.

All non-essential lights in all Starbucks stores were turned off for 60 minutes from 8.30pm on Saturday, 26 March 2011.

In conjunction with the campaign, Starbucks Malaysia offered a special Earth Hour promotion where customers received a complimentary Frappuccino blended cream of their choice when they brought in their own Starbucks tumbler. This is an additional initiative towards conserving the environment by encouraging customers to use less paper or plastic cups.

A Starbucks' partner and customers at Starbucks in The Curve, PJ.



Here's To You, Partners!

1. Starbucks' partners at Berjaya Times Square, KL.
2. Starbucks' partners at Bukit Raja, Klang.
3. Executive Directors, Eric Khoo and Dato' Francis Lee (centre) with Starbucks Support Centre partners.
4. Starbucks' partners at Centro Klang, Klang.



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As Starbucks marked its 40th Anniversary celebration with the rollout of its new logo and lineup of new products, Starbucks Malaysia partners, too, celebrated four decades of great coffee in all stores simultaneously.

Celebrating this milestone, all Store Managers organized a special Partner Thank You Day with all partners to thank all of them for their commitment in getting every cup right and by making every moment an extraordinary moment at Starbucks. District Managers together with Store Managers also handed over aprons and Partner Thank You T-Shirts to all partners during the event.

Papa John's Pizza's First Delivery / Carry-Out Outlet



On 1 April 2011, Papa John's Pizza opened the doors of its first "Delivery / Carry-Out Outlet" in Lucky Gardens, Bangsar. Although the outlet is mainly focused on delivery and carry-out, customers are welcome to dine-in and enjoy their favourite Papa John's pizzas right out of the oven.

This marks Papa John's Pizza's latest initiative in serving customers better ingredient pizzas in residential and commercial neighbourhoods.

Papa John's Pizza
 Lucky Garden, Bangsar
 No. 24, Ground Floor
 Lorong Ara Kiri, Lucky Garden
 59100 Bangsar Kuala Lumpur



Spice Up Your Day!



Wendy's® introduced the all-new Wendy's® Oriental Spicy Beef burger during the festive month of Chinese New Year this year. Made with 100% beef patty doused with flaming Oriental Spicy Sauce, a blend of delicious spices and topped off with fresh capsicum, crispy lettuce and ripe, red tomatoes, the Oriental Spicy Beef burger is wholesome goodness tucked in between freshly toasted premium buns. Enjoy every single bite from a Single Stack to Double Stacks and even huge Triple Stacks!

The burger is also available in Grilled Chicken at all Wendy's® stores nationwide for a limited time only.

Double the Spice! Double the Sensation! Double the Satisfaction!



Double your satisfaction with each bite of Wendy's® double chicken fillet marinated in a hot new blend of savoury peppers and spices and topped up with crispy lettuce, fresh tomato and delicious mayo, all packed in between two toasty, premium buns! Spice up your day with the mouth-watering Wendy's® Double Spicy Chicken Sensation today!



Spread Your Joy With Our Full Moon Gift Packs

Kenny Rogers ROASTERS' Full Moon Gift Pack is a great way to announce the birth of your month-old baby. This gift pack includes our famous Kenny's Rotisserie-roasted Chicken, Kenny's Home-made Muffins, Ang Koo Kuih, Red Eggs and Pickled Ginger.

Available in ROASTERS Classic Full Moon Pack, ROASTERS Deluxe Full Moon Pack & ROASTERS Superior Full Moon Pack. For further information, please visit www.krr.com.my, email us at broasters@krr.com.my or call us at 03-2119 9888.



Kenny Rogers ROASTERS Sees RED

On 12 January 2011, thousands of people clad in red queued to get into Kenny Rogers ROASTERS (KRR) outlets all over the country in conjunction with KRR's annual ROASTERS Eating Day (RED). To celebrate the occasion, the public was encouraged to wear any element of the colour red whether red lipstick, cap, t-shirt or trousers. Guests who participated in the celebration enjoyed two Kenny's Quarter Meals for the price of one.

"Kenny Rogers ROASTERS has long been an advocate of healthy eating for healthy living and so RED was conceptualized to help raise public awareness of maintaining a healthy diet to ensure a life full of vitality,"

said Lee Siew Weng, Senior General Manager of Berjaya Roasters (M) Sdn Bhd. "KRR understands that resolutions are challenging to keep for many. That is why RED is held the second Wednesday of every New Year to help motivate and keep people who aspire to be healthy on the right track," Lee added.

KRR meals embody their tagline, less fat... less salt... less calories. For more than fifteen years, KRR has consistently proven that healthy, wholesome meals can be tasty. From their world famous Rotisserie-roasted chicken and side dishes to their Kenny's Home-made muffins, KRR has managed to develop tasty food options for the health conscious.

Make a conscious healthy effort and be a fan of Kenny Rogers ROASTERS on Facebook at <http://www.facebook.com/krr.my> to be the first to find out more about Kenny Rogers ROASTERS healthy events, promotions and products. For more information on Kenny Rogers ROASTERS, contact 03 - 2119 9888 or visit www.krr.com.my.



The queue at Kenny Rogers ROASTERS in Tropicana Mall on 12 January 2011.

New Kenny Rogers ROASTERS Restaurants

Check out the latest Kenny Rogers ROASTERS restaurants which opened at Terminal Bersepadu Selatan and in the Jusco Melaka Shopping Centre on 31 January 2011 and 4 March 2011 respectively.



KRR restaurant at Terminal Bersepadu Selatan which opened on 31 January 2011.



KRR restaurant in the Jusco Melaka Shopping Centre which opened on 4 March 2011.

Kenny Rogers ROASTERS' Annual Dinner & Dance 2010

Kenny Rogers ROASTERS held its Annual Dinner & Dance on 18 January 2011 at the Manhattan Ballroom of the Berjaya Times Square Hotel in Kuala Lumpur. The 'Masquerade Party' was a fun-filled evening attended by more than 300 KRR team members clad in colourful glittering attire complete with elaborate masks!

Many exciting activities were held throughout the night including games, a ROASTERS Dance Challenge, Lucky Draws as well as presentation of Best Dressed Awards and Service Awards. "Team District" from KRR Setapak emerged as champion of the inter-area ROASTERS Dance Challenge.



1. Dato' Francis Lee, Director of Roasters Asia Pacific (6th from right) and Lee Siew Weng, Senior General Manager of Berjaya Roasters (M) Sdn. Bhd. (6th from left) with recipients of the Long Service Award.
2. Winners of the Best Dressed Awards.

Berjaya Hills Comes Out Tops Again

In March 2011, Berjaya Hills Golf & Country Club was voted as one of the Top 20 Golf Courses in Malaysia as well as one of the Top 5 Most Memorable Golf Courses in Malaysia in The Nationwide Golf Malaysia Poll. The club was also voted as one of the Top 5 Most Scenic Golf Courses in Malaysia, one of the Top 5 Most Scenic Hole in Malaysia (Hole No. 17) and one of the Top 5 Best Resort Courses in Malaysia.

In addition to being awarded The Best Highlands Golf Course in Asia by the Asia Pacific Brands Foundation last year, Berjaya Hills was also named as one of the Top 10 Most Memorable Golf Courses in Malaysia by the Star Golf Poll and was voted as one of the Top 10 Best Golf Course Rankings by the NST Tee Times. Its Hole No. 18 has been ranked as the Top-18 Hole in Malaysia by a poll conducted by Par-Golf Magazine.

The Trade Leader Club of Spain also recently awarded Berjaya Hills the International Award as an Outstanding Establishment in the Tourism, Hotel, and Catering Industry for the year 2010.

Y.Bhg. Dato' Haji Mohd Sharkar Bin Haji Shamsudin, Pahang State Exco Member & State Assemblyman for Lanchang commended Berjaya Hills' achievement in winning awards both locally and internationally.

Berjaya Hills has now become a popular destination from local and foreign golfers thanks to its accessibility, being only a 40-minute drive from Kuala Lumpur and the cool temperature on the hills makes playing 36 holes a breeze!

U Mobile, Simply Different

During the beginning of 2011, U Mobile underwent a “Simply Different” brand refresh exercise with the aim of making a difference in today’s telecommunications industry by offering fast, flexible, affordable and more focused communication plans to consumers and enterprise customers.

The type of products and services that U Mobile provides today reflect its stand for simplicity:

- High Speed Broadband up to 42Mbps - 42Mbps cutting-edge broadband speed gives you uninterrupted data and voice communication.
- Budget IDD1310 - Call outstation at discount rates, instead of paying the expensive standard internal call charges.
- One Flat Rate Nationwide - No matter which mobile operator you call to, or the time you call, you only pay 9 sen for every 30 seconds.

In line with the brand refresh exercise, U Mobile ran a month long “U Snap, U Win” contest from 8 March 2011 until 10 April 2011 open to the public and to internal staff. Participants were required to snap a ‘Simply Different’ moment of the new U Mobile wrap on buses cruising along 32 routes in the Klang Valley.

Key products highlighted on the newly wrapped buses included U Mobile’s new U Broadband plan offering monthly rebates and free USB modem, the Budget IDD 1310 plan that connects you to 26 countries at a very affordable rates and the simply irresistible 9 sen nationwide package.

Participants then had to submit the photo, photo caption and identify the route of the U Mobile buses on-the-go via email to stand a chance to win the grand prize of a BlackBerry Curve® 9300TM 3G Smartphone. Judging was conducted in two



Dr. Kaizad Heerjee, Chief Executive Officer of U Mobile (back row, 2nd from right) with all the winners including Mr. Lee Yong Yuan (front row 1st from the left) and Cik Anizar Bt. Baharudin (back row, 3rd from right).

stages with the first stage of short listing conducted by internal U Mobile administrators following which the top 10 photos were posted on <http://facebook.com/umobilesb> for public voting. The winner with the highest votes would be deemed the winner.

External Grand Prize winner Mr. Lee Yong Yuan, with his ‘Love U Mobile’ walked away with a BlackBerry® Curve™ 9300 3G smartphone while 9 consolation prize winners received a U Mobile MiFi modem each. Cik Anizar Bt. Baharudin, the Internal Grand Prize with her ‘Family with U’, walked away with a much desired Nokia E5 and 2 other winners – Ms. Phoebe Lim Heong Peng and Ms. Lai Pui Ying each won a consolation prize of a RM100 Kenny Rogers ROASTERS voucher.

U Mobile’s BlackBerry Phone Frenzy!

U Mobile launched the BlackBerry Bold 9780 and BlackBerry Curve 9300 at Berjaya Times Square on 21 January 2011. In conjunction with the launch, U Mobile introduced its Simply Irresistible Unlimited BlackBerry Data Plans which gives U Mobile customers the option of making payments of either RM1.50 daily, RM10 a week or RM40 a month.



1. U Mobile’s Simply Irresistible Unlimited BlackBerry Data Plans.
2. Dr Kaizad Heerjee, Chief Executive Officer of U Mobile (centre) with the lucky customers who managed to purchase the BlackBerry Bold 9780 for only RM3.

U Mobile Hosts Dealer Conference

On 25 January 2011, U Mobile hosted a Dealer Conference at Prince Hotel Kuala Lumpur. The objectives of the event, attended by 180 dealers and distributors, were to brief them, kick-starting U Mobile’s sales programme for 2011 as well as to thank them for their continued support of U Mobile.

Dr Kaizad Heerjee, Chief Executive Officer of U Mobile (in red) and the management team at the official opening of the conference.



Stay Connected With U Mobile


Call home for less

BUDGET IDD 1310
International calls at lower rates

IDD Voice	Fixed (RM/min)	Mobile (RM/min)
Bangladesh	0.14	0.14
China	0.14	0.14
India	0.14	0.14
Indonesia	0.22	0.22
Myanmar	0.98	0.98
Nepal	0.50	0.50
Pakistan	0.26	0.26
Singapore	0.14	0.14
Thailand	0.14	0.14
Vietnam	0.20	0.20

Small Charges: 30 seconds.

Budget IDD 1310 lower rates applies to over 10 countries and to calls made from U3G network using 3G phones only. Terms and conditions apply.



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Simply Different

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In conjunction with the festive season earlier this year, U Mobile expanded the list of countries its customers can call at some of the cheapest rates in the country with its Budget IDD 1310 service. In addition, customers who signed up for the U Mobile UB68 data plan with PAYU (Pay As You Use) voice plan for a year automatically received a Nokia 7230 (or the Nokia E5 with a 18-month contract) as a special 'Ang Pow' from U Mobile under its RMO Phone Bundling Plan, an offer available for a limited time only.

U Mobile's Budget IDD 1310 plan.

U Mobile Supports the Pesta Wilayah Day Bowling Championship

On 19 March 2011, U Mobile was the main sponsor for the "Vision Impaired, Amputee, Wheelchair and Little People" category and the "Open" category of the 2nd Pesta Wilayah Day Bowling Championship held at Mega Lanes in Endah Parade.

U Mobile staff had the opportunity to meet and connect with over 70 bowlers who were competing for a spot in the World International Blind Society (IBSA) Championship, the Asia Pacific Countries (APC) Cup and the Asean Para Games to be held later this year.



Dr. Kaizad Heerjee, Chief Executive Officer of U Mobile (standing, 4th from right) with all the players.

Berjaya Times Square Theme Park Participates in Federal Territory Day 2011 Celebration

Berjaya Times Square Theme Park (BTSTP) participated in the Federal Territory Day 2011 celebration held on 29 February 2011 at Dataran Merdeka, Kuala Lumpur.

The 6-staff team and with their mascot, Professor Cosmos was one of the 92 contingents which took part in the colourful parade which was one of the main highlights of the celebration.

The guest of honour at the celebration was the Deputy Prime Minister, YAB Tan Sri Muhyiddin Yassin.



1. YAB Tan Sri Muhyiddin Yassin waving the Federal Territory flag during the parade.
2. Berjaya Times Square Theme Park staff and Professor Cosmos at the Federal Territory Day 2011 celebration.



Shining stars on parade



RM549
Nokia E7
With 24 weeks U-Prepaid Plan



RM68
BlackBerry® Curve™
5300 3G smartphone
BlackBerry® Curve™ 5300 3G smartphone + 24 weeks U-Prepaid Plan + 2GB data bundle only



RM68
BlackBerry® Bold™
9700 smartphone
BlackBerry® Bold™ 9700 smartphone + 24 weeks U-Prepaid Plan + 2GB data bundle only



RM0
Nokia 7230
With 18 months U-Prepaid Plan



RM0
Nokia E5
With 18 months U-Prepaid Plan



RM0
Nokia X3
Touch & Type
With 18 months U-Prepaid Plan



RM199
HTC Mytatto
With 24 weeks U-Prepaid Plan



RM210
Mobi Modem



RM0
7.2Mbps
USB Modem



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"Shining Stars On Parade" press advertisement.

“Shower Of Love” Celebration at Berjaya Times Square Theme Park



On 8 March 2011, Malaysia’s Largest Indoor Theme Park, Berjaya Times Square Theme Park (BTSTP) hosted the “Shower of Love” Celebration for 450 children from 10 schools in Cheras including 160 special needs children, who enjoyed unlimited access to all the exciting and exhilarating rides and activities in the Theme Park for one day. The “Shower of Love Celebration”, a joint collaboration by Berjaya Times Square Theme Park and Yayasan Pendidikan Cheras, was celebrated in conjunction with the official opening of the Theme Park.



YAB Puan Sri Norainee Abdul Rahman, wife of the Deputy Prime Minister of Malaysia was invited to officiate the event and commended Berjaya Times Square Theme Park and Yayasan Pendidikan Cheras for their effort to reach out to the underprivileged and “hope such initiatives would be emulated by the other corporate bodies in line with the 1Malaysia philosophy”.

“Today’s event is amongst the many programmes we have planned to spur the community to be more loving and caring especially towards children,” said Tan U-Ming, Executive Director of 7-Eleven Malaysia in his speech on behalf of Tan Sri Dato’ Seri Vincent Tan, Chairman of Berjaya Corporation Berhad.

“I hope today’s “Shower of Love” celebration will make a significant difference in the lives of everyone here and inspire the community to be



more caring, loving and giving especially to the less fortunate and underprivileged. Let us all make a pledge to commit ourselves to spreading love, joy and happiness for our future generation” he added.

Other guests who attended the event included Y. Bhg. Dato’ Wira Syed Ali Alhabshee, Chairman of Yayasan Pendidikan Cheras, Pn. Hajjah Hanim Binti Ibrahim, Deputy Director Keramat District Education Office, Dato’ Robin Tan, CEO of Berjaya Corporation Berhad, Hajjah Zurainah Musa, Executive Director of Berjaya Times Square Sdn. Bhd. and Dato’ Azlan Meah, Executive Director of Berjaya Corporation Berhad.

Guests were entertained by a repertoire of wonderful performances by the young and talented children including performances of pantomime and organ by the special needs children of Sekolah Menengah Kebangsaan Yaakob Latif, Cheras and Sekolah Kebangsaan Pendidikan Khas Cacat Penglihatan, Jalan Batu, Kuala Lumpur respectively.

1. YAB Puan Sri Norainee Abdul Rahman, wife of the Deputy Prime Minister of Malaysia (front, in light blue), Dato’ Robin Tan, CEO of Berjaya Corporation Bhd. (centre) and Y. Bhg. Dato’ Wira Syed Ali Alhabshee, Chairman of Yayasan Pendidikan Cheras posing with the some of the children who attended the Shower of Love celebration.
2. YAB Puan Sri Norainee Abdul Rahman presenting tokens of appreciation to the children who attended the celebration. With her are (from L-R):- Hajjah Zurainah Musa, Executive Director of Berjaya Times Square Sdn. Bhd. , Dato’ Robin Tan, CEO of Berjaya Corporation Bhd. and Y. Bhg. Dato’ Wira Syed Ali Alhabshee, Chairman of Yayasan Pendidikan Cheras.
3. The children enjoying a day out at Berjaya Times Square Theme Park.

KM1 West Condominiums in Bukit Jalil

In March 2011, Berjaya Golf Resort Berhad launched KM1 West Condominiums, yet another luxurious milestone development in Bukit Jalil. This freehold, 2-block development consists of 350 large units of 3 + 1 bedroom units with 2 parking bays each, with fantastic views of either the City or Fairway. This low-density project is located on an elevated land equipped with all the amenities that redefine an exclusive lifestyle.

A one day Exclusive Preview Launch of Block Alpha was held on 21 March 2011 for the registrants, Berjaya Group property purchasers and staff. The preview received overwhelming response with more than 300 home buyers queuing up from as early as 5 am to purchase condo units of their .

Due to the overwhelming response, Block Beta was released for sale within the same week. Incentives offered included early bird cash rebates for the 1st 30 purchasers, 10/90 Easy Ownership Package, RMO for legal fees on Sale & Purchase Agreements and 0% Loan Interest during construction period.

For more information, please visit the KM1 show units at the Bukit Jalil Sales Office on Saturdays and Sundays from 10 am to 5 pm. For enquiries, please call +603-2142 8028.



1. Artist’s impression of KM1 West Condominiums.
2. During the launch of KM1 West Condominiums.

EVENTS & HAPPENINGS @ TIMES SQUARE



The festively decorated grand entrance area of Berjaya Times Square.



Festive shopping kiosks at the Lower Ground Concourse area.

A Reunion of Traditions

In conjunction with the Chinese New Year 2011 celebrations, the Lower Ground Concourse was transformed into a Chinese courtyard, complete with a gigantic dinner table measuring 10 feet in diameter which showcased 15 auspicious dishes as the focal point of the decorations.

For festive shopping, 13 kiosks were set up with businesses ranging from home decorations, apparels and flowers to various traditional Chinese delicacies such as smoked meat & tea leaves.

A line-up of performances filled the weekends from 10 January 2011 until 17 February 2011, including Chinese acrobatic shows, lion dances, musical dance dramas, Chinese orchestra performances, Cantonese opera shows and yoyo performances.

There was also a 'Guess the Dish' contest for shoppers which offered an all-expense paid reunion dinner at Berjaya Times Square Hotel, Kuala Lumpur.



8TV's 7th Anniversary

In conjunction with its 7th Anniversary, 8TV organized a themed party titled "Back To 60's" on 8 January 2011 at the Boulevard, Berjaya Times Square. Shoppers were transported back to the golden days of the 60s as activities, merchandises on display and the decorative set reflected the mood of the era.

The response was overwhelming as shoppers thronged the mall for the galore of fun-filled events, artists' appearances and activities for the day.

One of the stalls exhibiting items from the 60's.



CIMB KL Open Squash Championships

The CIMB KL Open Squash Championships returned to Berjaya Times Square for the 6th year running from 18 - 20 March 2011.

The championship, organized annually by the Squash Racquets Association of Federal Territory Kuala Lumpur, featured nine of the top ten world ranked players led by World No. 1, Y. Bhg. Dato' Nicol Ann David, Mr. Mohd. Azlan Iskandar and Mr. Ong Beng Hee. The winner in the Men's category was Mr. Karim Darwish while Y. Bhg. Dato' Nicol David captured the Women's title.

CIMB KL Open Squash Championships 2011 winners - Mr. Karim Darwish (left) and Y. Bhg. Dato' Nicol David (right).

EVENTS & HAPPENINGS @ TIMES SQUARE



Fish Leong's "What Love Songs Didn't Tell You" Promo Tour

Fans of Fish Leong had the opportunity to meet and greet their beloved artiste during the launch of her latest album "What Love Songs Didn't Tell You" which was hosted by Digi and Universal Music Malaysia.

The event saw throngs of fans filling up The Boulevard at Berjaya Times Square on 31 March 2011 to watch their favorite singer as she serenaded the crowd with her best hits and latest single.

Fish Leong with her fans.

Fiesta 1 Malaysia Tahun Baru Cina



Y. Bhg. Dato' Ahmad Shabery Cheek, Minister of Youth and Sports Malaysia (centre, in white shirt) at the launch of the event.



Participants of the drawing contest.

"Fiesta 1 Malaysia Tahun Baru Cina", touted as one of the biggest Chinese New Year events in Kuala Lumpur this year was held on 19 February 2011 at Berjaya Times Square. The event, organized by the Ministry of Youth and Sports Malaysia was held in conjunction with the "1 Malaysia" programme and Lunar New Year celebration.

Many activities such as a calligraphy competition, street dance competition, drawing contest and games at the various game booths were held during the 1-day event. Local artistes were also invited to perform for adoring fans.



The New Mazda5 Arrives In Style

"Fiesta 1 Malaysia Tahun Baru Cina", touted as one of the biggest Chinese New Year events in Kuala Lumpur this year was held on 19 February 2011 at Berjaya Times Square. The event, organized by the Ministry of Youth and Sports Malaysia was held in conjunction with the "1 Malaysia" programme and Lunar New Year celebration.

Many activities such as a calligraphy competition, street dance competition, drawing contest and games at the various game booths were held during the 1-day event. Local artistes were also invited to perform for adoring fans.

From L-R: Dato' Amer Hamzah, Executive Director of Prima Merdu Sdn. Bhd., Dato' Ben Yeoh, Managing Director of Bermaz Motor Sdn. Bhd. and Dato' Francis Lee, Executive Director of Bermaz Motor Sdn. Bhd. at the launch of the Mazda5.



The all-new Mazda5 MPV.

Mazda Motor Show 2011 at 1Utama

3 - 6 March 2011

1. KDYTM Tengku Mahkota Pahang Tengku Abdullah launching the Mazda Motor Show.

With him are Dato' Amer Hamzah, Executive Director of Prima Merdu Sdn. Bhd. (right), Mr. Yuji Nakamine, Managing Executive Officer & General Manager, Overseas Sales Division, Mazda Motor Corporation, Japan (2nd from right), Dato' Ben Yeoh, Managing Director of Bermaz Motor Sdn. Bhd. (4th from right) and Dato' Francis Lee, Executive Director of Bermaz Motor Sdn. Bhd. (4th from left).



2. The Mazda3 MPS is now officially available in Malaysia, the only market in Asia outside Japan to distribute the high performance model.

3. The Mazda6 Touring was also specially imported and showcased at the Motor Show.

4. The locally assembled Mazda3 was the centre of attention due to its unprecedented pricing, build quality and specifications which outclass its competitors.



204KM KL - Maran Big Walk 2011

Sports Toto has been a long-standing supporter of the 204KM Kuala Lumpur - Maran Big Walk organized by Tamil Nesan Daily.

This year, the company contributed more than 1,000 t-shirts, caps and non-woven bags for the event. The items were presented by Emily Tan, Sports Toto's Communications Manager to the Treasurer of the KL-Marahan Big Walk, Mr. Sundaram at Sports Toto's head office on 14 March 2011.

The marathon is a unique event during which the participants' physical strength, endurance and perseverance are tested as they ran, jogged or brisk-walked to cover a distance of 204KM in 3 days with a few stops for meals and rest.

Emily Tan, Sports Toto's Communications Manager presenting the company's contribution to Mr. Sundaram.



Power Music Extravaganza

This year's Sports Toto Power Music Extravaganza was held in Klang and Puchong on 26 and 27 March 2011 respectively. Both shows attracted thousands of spectators.

The line-up of activities included a performance by a live band and other entertainment as well as fun games with exciting prizes to be won.

The main objective of the event is to bring light entertainment to the local communities in addition to providing a platform for budding singers and singing enthusiasts to showcase their musical talents.



1. Some of the performers at the Power Music Extravaganza event in Klang on 26 March 2011.
2. & 3. Some of the performers at the Power Music Extravaganza held in Puchong on 27 March 2011.

Chinese New Year Carnival in Kota Kinabalu

Sports Toto contributed RM10,000 towards the Chinese New Year Carnival 2011 held in Kota Kinabalu from 28 until 30 January 2011 at Lintasan Deasoka and Gaya Street. The Prime Minister, YAB Datuk Seri Najib Tun Abdul Razak, launched the celebration, now in its 6th consecutive year.

This event was jointly organized by the Kota Kinabalu City Council and YB Datuk Dr. Yee Moh Chai, Minister of Natural Resources and Information Technology Development, Sabah. Loads of goodies and ang pows were distributed to senior citizens and children during the event which also included stage performances by students from various schools around the state, lucky draws and a fireworks display.



Guests at the event.

2010 Outstanding Performance Awards

5 sales outlets and 2 Area Sales Officers (ASO) were chosen as winners of the 2010 Outstanding Performance Awards.

The Outstanding Performance Awards were introduced to recognize committed Toto agents and staff in their respective areas. They are rated in terms of their efforts to promote quality and courteous customer service, good corporate image and efficient management of their respective outlets.

In addition to receiving a certificate of recognition, each award-winning agent received RM3,000 while their full-time CSAs received RM300 each. The award-winning ASOs received a cash prize of RM5,000 respectively.

The award winners:

Outstanding sales agents:

- a) Mr Moy Weng Thim from Seri Petaling, KL
- b) Mr Lee Kian from Taman Maluri, Cheras
- c) Mdm Lee Gaik Wah from Sg. Ara, Penang
- d) Mr Tan Sui Kong from Kota Tinggi, Johor
- e) Mr Tan Hoon Kiat from Melaka

Outstanding ASOs:

- a) Rachel Ho Swee Siang, Johor Bahru
- b) Neo Ah Yang, Kluang



Mr. Tan Hoon Kiat of Melaka (3rd from left) and his staff.



ASO Kluang.

Berjaya Companies Donate to Japanese Red Cross Society for Japan Relief Efforts



In support of the Welfare Association of Wives of Ministers and Deputy Ministers' (BAKTI) effort to assist Japan's earthquake and tsunami victims, eCosway.com Sdn. Bhd., 7-Eleven Malaysia Sdn. Bhd. and Bermaz Motor Sdn. Bhd. each contributed a US\$100,000 cash donation to the Japanese Red Cross Society.

A cheque presentation ceremony was held on 31 March 2011 at BAKTI's office and was attended by YAB Datin Paduka Seri Rosmah Mansor, President of BAKTI, YAB Puan Sri Norainee Abdul Rahman, Deputy President of BAKTI, H.E. Masahiko Horie, Japanese Ambassador to Malaysia and other corporate donors.

In Japan, eCosway donated food products worth over US\$80,000 through the eCosway Japan headquarters which delivered the goods to the Iwaki City Measure Support Group and South Soma City Measure Support Group for distribution.



1. From L-R: H.E. Masahiko Horie, Japanese Ambassador to Malaysia, YAB Datin Paduka Seri Rosmah Mansor, President of BAKTI, YAB Puan Sri Norainee Abdul Rahman, Deputy President of BAKTI and Dato' Robin Tan, Chief Executive Officer of Berjaya Corporation Bhd.
2. Yeap Dien Wah, Director of Cosway Malaysia (right) presenting the contribution on behalf of e-Cosway.com Sdn Bhd.
3. Dato' Ben Yeoh, Managing Director of Bermaz Motor (right) presenting Bermaz Motor Sdn. Bhd.'s contribution.

Sports Toto Chinese New Year Ang Pow Donation 2011

For the past 23 years, Sports Toto has unfailingly fulfilled its corporate social responsibility (CSR) by bringing joy to elderly folks during Chinese New Year.

This year, the charity campaign was launched by Deputy Finance Minister YB Dato' Donald Lim on 20 January 2011 at the Kuala Lumpur & Selangor Chinese Assembly Hall. He was accompanied by Dato' Robin Tan, Chief Executive Officer of Berjaya Sports Toto Bhd and Vincent Seow, Executive Director of Berjaya Sports Toto Bhd as well as other management staff.



YB Dato' Donald Lim, in his officiating speech, commended Sports Toto for its unwavering CSR efforts all these years and hoped that more private corporations would follow suit.

Vincent Seow said that the charity event has been the company's trademark event and it would continue holding the event in years to come as the company is committed to promoting the tradition and good values of giving as well as showing compassion and care to the elderly.

Nearly 2,600 senior citizens received ang pows and mini hampers at the campaign

launch. Subsequently, the donation campaign was carried out in 42 cities and towns nationwide over a 9-day period from 20 to 28 January 2011.

Sports Toto allocated RM750,000 for this charity campaign which benefited close to 15,500 less fortunate senior citizens aged 60 years and above.



1 & 2. Recipients of this year's Chinese New Year hampers and ang pows.

3. YB Dato' Donald Lim (3rd from right), Dato' Robin Tan, Chief Executive Officer of Berjaya Sports Toto Bhd. (2nd from right) and Vincent Seow, Executive Director of Berjaya Sports Toto Bhd. (right) giving out hampers and ang pows during the launch.

4. The crowd who attended Sports Toto's Chinese New Year Donation 2011 campaign launch.

A "Green Heart" Initiative



On 21 January 2011, 26 Starbucks partners participated in the "Green Heart" city clean-up or gotong-royong project which was launched

by Y. Bhg. Dato' Raja Nong Chik Bin Dato' Raja Zainal Abidin, Federal Territory Minister.

This project, which focuses on recycling, encourages participants to adopt a hands-on approach to environmental management and its benefits to the surrounding communities as it will inspire and support them to take simple, positive steps towards restoring and protecting the environment, thus enabling them to take ownership over its conservation.

Volunteers spent their day picking up trash and debris around the city central from as early as 7.00am until 12.30pm.

There were 600 participants who took part in this project including Starbucks partners, staff from Capitol Hotel, Royal Bintang Hotel, Federal Hotel, Melia Hotel, Corona Inn Hotel, Nova Hotel and Bintang Warisan Hotel as well as tenants of Low Yat Plaza, Sungei Wang Plaza and Bukit Bintang Plaza shopping malls and government agencies such as DBKL, Indah Water and TNB. Starbucks also sponsored beverages for all the participants.



1. & 2. Some of the Starbucks partners who participated in the gotong-royong.

More Than Just A Visit



On 17 January 2011, Starbucks Malaysia brought cheer and joy to residents of Seri Kenangan Old Folks Home in Kuching by bringing food and drinks and helping them around the home.

The home provides shelter, support and medical care for 86 destitute old folks and is managed by the Social Welfare Department.

The volunteers also brought along 75 pounds of used coffee grounds for their garden. The residents spend their time planting vegetables to be sold at the nearby market for extra income.



1 & 2. Starbucks Partners and residents of the home.

A Day With Residents of the Sarawak Society For The Blind



6 Starbucks partners visited the Sarawak Society for The Blind in Kuching on 18 January 2011 bringing food and beverage for the 33 residents of the Centre. Partners also brought used

boxes for their chick boxes project and coffee grounds for the Centre's garden.

Partners spent their time with the blind massage trainees and also learned how to use rattan to create baskets. The centre provides free training and raw materials for blind individuals who are interested in rattan basketry so that they can create products for sale and earn some income.



1. Rattan baskets made by the residents at the Centre for sale.
2. A resident at the Centre demonstrating how to make a rattan basket.

Chinese New Year Ang Pow Donation in Other Cities and Towns

Sports Toto's Chinese New Year ang pow donation campaign which covered 41 cities and towns throughout the country saw more than 15,500 underprivileged old folks receive festive goodies from Sports Toto Malaysia. The 9-day campaign started from 20 January until 28 January 2011.



Sandakan.



Ipoh.



Kampar.



Sibu.



Tapah.

CNY Donation To Sungai Buloh Leprosy Centre

In conjunction with the Chinese New year celebration, Sports Toto visited the Sungai Buloh Leprosy Centre and presented RM5,000 and 10 crates of mandarin oranges to 240 residents of the Centre.

"Most of the inmates at this centre have been staying here and away from the society for over 5 decades. They are in their twilight years now without much attention from folks out there. Fortunately, there are caring companies like Sports Toto which have not forgotten about us during the festive seasons all these years," said Mr. Leong Chee Kuang, Secretary of the Sungai Buloh Settlement Council.

Ms. Grace Tan of Sports Toto presenting the contributions to Mr. Leong Chee Kheng.



The Malaysian Athletics Association For The Disabled (MAAFTD) in collaboration with Dewan Bandaraya Kuala Lumpur (DBKL), successfully organized the Larian 1 Wilayah Menjuarai Transformasi on 12 March 2011 at Dataran Merdeka.

The 10km fun run, which attracted about 1,000 able-bodied and disabled participants was aimed at fostering camaraderie among city folks in conjunction with the Federal Territory Day. Sports Toto supported the event by contributing RM9,000 worth of items which included 1,000 runners' T-shirts and umbrellas, sports bags as well as tumblers.

Larian 1 Wilayah Menjuarai Transformasi



Some of the participants and winners of the Larian 1 Wilayah Menjuarai Transformasi.



Some of the celebrities and performers who entertained the crowd.



1. Children and adults gathering around the clown as he gave away balloon sculptures.
2. The Berjaya Founder's Day launch venue at Berjaya Times Square.

Berjaya Founder's Day Raised RM3.2 Million For 25 Beneficiaries *(Continued from cover page)*

A series of exciting performances by local artistes and celebrities was lined up throughout the day including a special appearance by Singaporean comedian Gurmit Singh. Other artistes who entertained the crowd were Harith Iskandar, Azura Zainal, Yang Wei Han, Peter Ong and local models Bernie Chan, Carmen Soo, Elaine Daly, Xandria Ooi and Nadia Heng to name a few.

At 6.00pm, thousands thronged the Centre Court for the much anticipated Raffle Draw. Eagerly waiting for their names to be announced as winners of exciting prizes which included electrical items, holiday packages, food & beverage vouchers and the main prize - a Mazda2 car!

As a run up to the main event, a 2-day blood donation campaign was held on 24 and 25 February 2011 at the Lower Ground Floor of Berjaya Times Square which successfully resulted in a collection of 261 packets of blood.

On behalf of the Organizing Committee, we would like to thank all management and staff for their extraordinary efforts and our bankers, contractors, business associates and friends for their support in making this event a success!

(more on page 3)



3. From L-R: Nell Ng, Gurmit Singh and Dato' Robin Tan (centre) with the top 4 Raffle Draw prize winners.
4. Mr. Lot Aziz with his prize, the Mazda2 car.
5. Gurmit Singh entertaining the crowd.

