



Opening Ceremony of the commencement of operations of the Sanshui Bainikeng Sanitary Landfill officiated by Tan Sri Dato' Seri Vincent Tan (fifth from left), Lu Li Pai (Secretary of Sanshui District), Tan Sri Tan Kok Ping (extreme right) (Deputy Chairman of Chinese Chamber of Commerce Malaysia), and Chock Eng Tah (extreme left) (Managing Director of Berjaya Environmental Engineering (Foshan) Co. Ltd.)

Berjaya Corporation Berhad Opens Bainikeng Sanitary Landfill In China

On 18 May 2011, Berjaya Corporation Berhad ("BCorp") held an opening ceremony for the commencement of operations of the Sanshui District Bainikeng Sanitary Landfill in Foshan City, People's Republic of China.

Through an open tender and negotiation process, BCorp was awarded The Sanshui District Bainikeng Sanitary Landfill Build-Operate-Transfer (BOT) Project by the Land, Urban Management & Water Bureau of Sanshui District, Foshan City, People's Republic of China whereby BCorp is granted the rights to build, operate and maintain the landfill for a concession period of 28 years and thereafter transfer the same back to the Construction Bureau of Sanshui District, Foshan City, Guang Dong province, China at no cost.

The project is implemented by Berjaya Environmental Engineering (Foshan) Co. Ltd, a wholly-owned subsidiary of BCorp. The project site is about 41 hectares and construction of the landfill started in early 2010. The total investment cost of this project is RMB264 million. The project is divided into five phases with overall municipal solid waste tonnage capacities of approximately 9.52 million metric tonnes.

At the opening ceremony, BCorp Chairman, Tan Sri Dato' Seri Vincent Tan said, "This Sanshui District landfill project is especially important for BCorp, after successfully developing and operating the Bukit Tagar sanitary landfill, the largest and most modern engineered sanitary landfill in Malaysia."



The Bainikeng Sanshui Sanitary Landfill which has a total investment cost of RMB 264 million.

Ground Breaking Ceremony for Xinan Jinben Wastewater Treatment Plant in China

Berjaya Corporation Bhd ("BCorp") held a Ground Breaking Ceremony of the Xinan Jinben Wastewater Treatment Plant Build-Operate-Transfer (BOT) Project in Sanshui District, Foshan City, China, on 18 May 2011.

BCorp was awarded the Xinan Jinben Wastewater Treatment Plant BOT project by the Xinan Public Asset Investment Co. Ltd. (XPAI) of Xinan Sub-district, Sanshui District whereby BCorp is granted the rights to build, operate and maintain a 40MLD wastewater treatment plant with 8km wastewater piping work for a concession period of 25 years and thereafter transfer the same back to XPAI at no cost. The total investment cost of the project is RMB 119 million. (continued on page 2)

Ground Breaking Ceremony of the Xinan Jinben Industrial Wastewater Treatment Plant Project officiated by Tan Sri Dato' Seri Vincent Tan (fourth from left), Song De Ping (Deputy Mayor of Foshan City), Tan Sri Tan Kok Ping (third from right) (Deputy Chairman of Chinese Chamber of Commerce Malaysia), and Chock Eng Tah (second from right) (Managing Director of Berjaya Green Resources Environmental Engineering (Foshan) Co. Ltd.)



CHAIRMAN'S MESSAGE

The second quarter of 2011 was indeed eventful for the Group.

Following the success of developing and operating the Bukit Tagar sanitary landfill which is now the largest and most modern engineered sanitary landfill in Malaysia, I am pleased that Berjaya Corporation is able to make in-roads into China in the waste management business. We were awarded two major projects in Sanshui District, Foshan City, China. The Xinan Jinben Wastewater Treatment Plant was awarded by the Xinan Public Asset Investment Co. for a concession period of 25 years. The second project is The Sanshui District Bainikeng Sanitary Landfill which commenced operations in May 2011, was awarded by the Land, Urban Management & Water Bureau of Sanshui District, Foshan City with a concession period of 28 years. The total investment cost for the two projects are RMB383 million. These two projects are important milestones for the Group in our forays into China.

On the retail front, Cosway Malaysia, Singer Malaysia, 7-Eleven and our food and beverage businesses have continued opening new stores/branches in Malaysia. BCorp Group is one of the largest employers in this country offering plentiful job opportunities to Malaysians through our huge distribution network of retail stores and branches. We have to-date more than 30,000 employees spread across Malaysia and other countries in which we have operations.

In the property division, we held exclusive launches to introduce our latest prestigious project, Vasana 25, an elite boutique development which exudes luxurious contemporary living in the Seputeh Heights enclave. The high-end gated and guarded development consists of elegant villas and bungalows priced between RM6 million to RM8.9 million with build-up sizes up to 7,655 sq. feet.



The Group has always been sympathetic towards the needy community. I am proud of our long-standing tradition of giving back which is very entrenched in our work culture.

During the quarter, Sports Toto launched a National Charity Convoy 2011 to reach out to 10 selected children's homes benefitting about 500 needy children. Kenny Rogers ROASTERS held its seventh Annual Roasters Chicken Run which in total had raised more than RM300,000 since its introduction for many different worthy causes. Other community projects included Singer's sewing skills training for single mothers and several other environmental projects such as tree planting and nature causes by Starbucks and many more.

As we go into the third and fourth quarter of 2011, I would like to urge you to continue to work hard to achieve your company's targets and goals for the year. Whilst there may be many challenges in the global front, Berjaya will continue to endeavour in all its undertakings.

Tan Sri Dato' Seri Vincent Tan Chee Yioun

Performance of Companies as at 30 April 2011(Unaudited)

Company	Revenue Financial Year Ended 30 April 2011 (RM'000)	Profit Before Tax Financial Year Ended 30 April 2011 (RM '000)
Berjaya Corporation Berhad	7,114,486	829,108
Berjaya Land Berhad	4,055,037	458,569
Berjaya Sports Toto Berhad	3,433,659	505,909
Berjaya Media Berhad	55,667	9,171
Berjaya Food Berhad	71,938	10,401
Berjaya Assets Berhad	353,998*	365,953*

* As at 30 June 2011



Ground Breaking Ceremony for Xinan Jinben Wastewater Treatment Plant in China

(continued from cover page)

The wastewater treatment plant utilizes modified Anaerobic-**Anoxic**-Oxic (A2O) technology to treat 30% sewage and 70% industrial wastewater from beverage manufacturing plants. Construction work of the project started in May 2011 after the Ground Breaking Ceremony.

Performing the Ground Breaking Ceremony

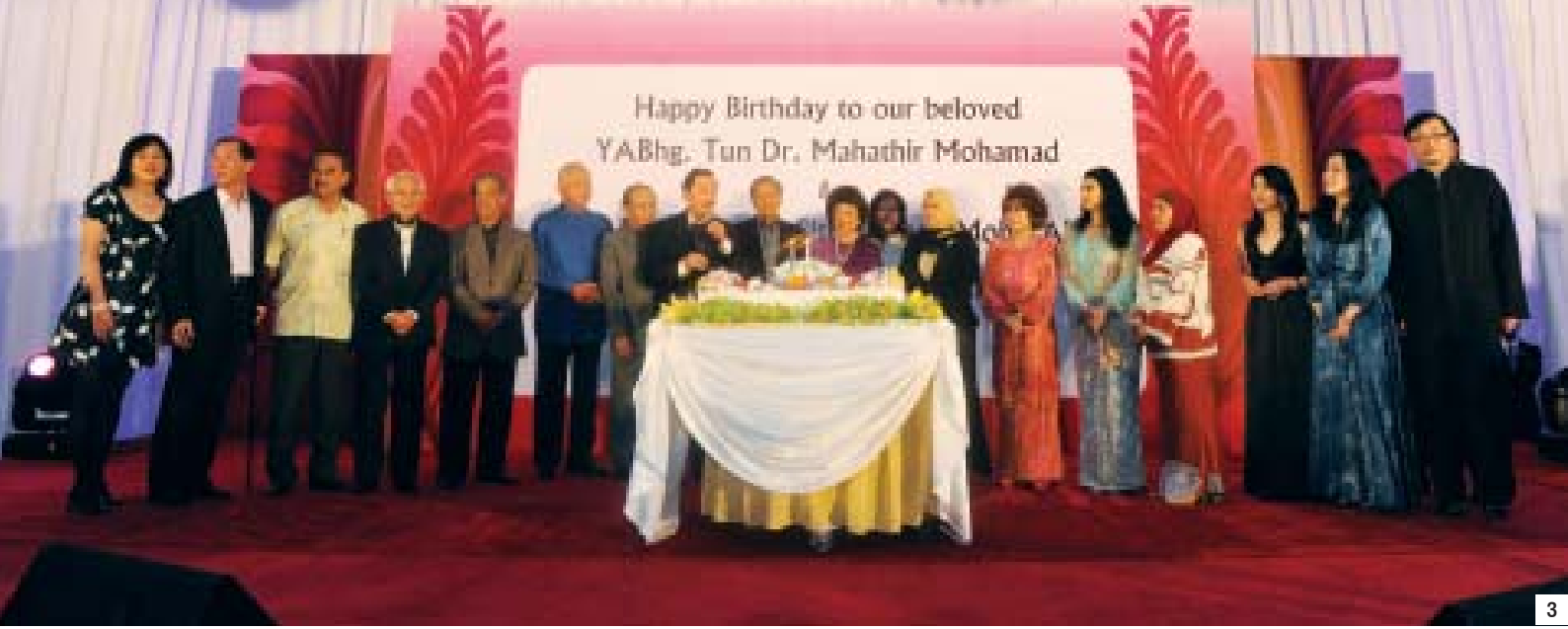
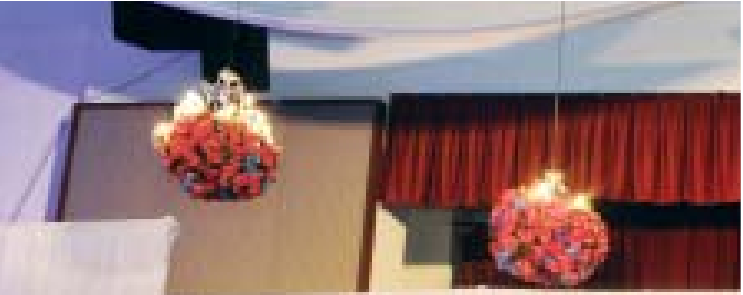
Tan Sri Dato' Seri Vincent Tan (4th from right) and Chock Eng Tah (2nd from right), Tan Sri Tan Kok Ping with Song De Ping (centre) and Lu Li Pai (3rd from right) at the Ground Breaking Ceremony of the Xinan Jinben Wastewater Treatment Plant on 18 May 2011 in Sanshui District, Foshan City, China.

a Celebration to honour a Great Leader



Berjaya Corporation celebrated the birthdays of YABhg. Tun Dr. Mahathir bin Mohamad and his wife, YABhg. Tun Dr. Siti Hasmah binti Haji Mohamad Ali with a fine dinner held at Berjaya Times Square Hotel on 24 July 2011. Over 400 distinguished guests were treated with savory delicacies and entertaining stage performances. The invited guests included Tun's family members and friends, current and former ministers and their spouses, corporate figures, Berjaya's directors and heads of companies and divisions.

- 1. YABhg Tun Dr. Mahathir Mohamad & YABhg Tun Dr. Siti Hasmah.
- 2. Guests made a beeline for YABhg Tun Dr. Mahathir's autograph in his book, 'A Doctor in the House', which was presented as a door gift to Berjaya's guests.
- 3. Cake cutting ceremony.



4. & 5. YABhg Tun Dr. Mahathir was greeted by VIP guests.

6. The birthday couple enjoyed the entertaining performances by local artistes.

New Products From Cosway



1 Empress Bread Toaster (1350W)

Perfect Toasts In A Jiffy

- Toasts 4 slices of bread at one time.
- Reheat, defrost and cancel buttons.
- 1-7 variable browning control.
- Pops up automatically.
- Removable crumb tray.
- Cool touch body.

2 Mildura Full Grain Powder

A Healthy Beverage Blend of Pure Grains & Rice!

Enjoy a healthy and nutritious drink with every scoop of Mildura Full Grain Powder. Each serving gives you a nutrient-rich blend of 10 selected variants of rice and grains! Rich in dietary fibre, it is also suitable for diabetics.

- No Preservatives.
- No Added Colouring.
- No Added Flavouring.

Full Grain Nutrition Categories:

Brown Rice - Rice in Protein, Dietary Fibre, Vitamin B1, B2, E, Iron, Calcium & Phosphorus.

Corn Grit - Rich in Protein, Polysaccharides, Calcium, Iron, Vitamin E, Carotene & Minerals.

Buckwheat - Contains Calcium, Iron, Vitamin B1, B2, E, Amino Acid, Fatty Acid & Linol Acid.

Millet - Rich in Calcium, Phosphorus, Carbohydrate, Vitamin B1, B2, E, Iron & Carotene.

Pearl Brown Rice - Rich in Protein, Amino Acid, Glutathione, Cellulose, Minerals & Vitamin B.

Raw Oat - Rich in Protein, Dietary Fibre, Calcium, Iron, Phosphorus, Vitamin B1, B2, C & Minerals.

Black Fragrant Rice - Contains Protein, Polysaccharides, Dietary Fibre, Calcium & Minerals.

Wheat Grain - Rich in Protein, Vitamin B1, B2, E, Calcium & Lecithin.

Barley - Rich in Protein, Vitamin B1, B2 & Minerals.

3 Empress 5-Ply Stainless Steel Sauce Pan with Cast Handles

High Quality Stainless Steel Cookware with 5-Ply Construction

Suitable for cooking on induction cookers, gas stoves, halogen cookers & electric hot plates.

- 5-Ply Clad Metal Bonded Construction.
- Stainless Steel 18/8.
- Aluminium Flux.
- Pure Aluminium.

Key Features :

• **Durable 18/8 Stainless Steel Body**

Made from 18/8 stainless steel that is highly resistant to oxidization, corrosion and chemical reaction.

• **Efficient Heat Distribution & Saves Energy**

The aluminium encapsulated in the stainless steel helps to distribute heat evenly across the bottom, using less energy. This helps to prevent hot spots that can result in burning or scorching and enables the cookware to quickly adapt to temperature changes.

• **Safe & Hygienic**

The smooth non-porous stainless steel surface doesn't interact with food, or harbour dirt, grime or bacteria.

4 Empress Stainless Steel Stock Pot

Durable & Versatile Multi-Ply Stainless Steel Cookware

Suitable for cooking on induction cookers, gas stoves, halogen cookers & electric hot plates.

- Multi-Ply Capsulated Bottom.
- Ply Stainless Steel 18/8.
- Ply Aluminum Core.
- Ply Magnetic Stainless Steel 18/0.

Key Features :

• **Durable 18/8 Stainless Steel Body**

Made from 18/8 stainless steel that is highly resistant to oxidization, corrosion and chemical reaction.

• **Efficient Heat Distribution & Saves Energy**

The aluminium core encapsulated in the stainless steel helps to distribute heat evenly across the bottom, using less energy. This helps to prevent hot spots that can result in burning or scorching and enables the pot to quickly adapt to temperature changes.

• **Sturdy & Easy-to-Grip Handles**

The solid stainless steel handles that are riveted to the pot provide a secure grip for easy lifting and carrying under normal stovetop conditions. The handles stay cool to the touch even while on the stove.

• **Easy Cleaning**

High quality polished stainless steel is very easy to clean and maintain. It needs only a gentle rubbing or wiping to restore shine and luster.

Singer's Buddy On The Go!



1. Singer's Buddy interacting with the crowd at a hypermarket.

2. Singer's Buddy promoting Singer products at a store promotion.

Chuckle a smile, wave a big high-5, mingling with kids and the crowd at large, Singer's Buddy makes a great companion wherever it goes.

Since the launch of Singer's Buddy mascot in November 2010, it has made appearances in various activities organized by Singer branches.

Singer has been aggressively taking part in local exhibitions and running road shows at prominent places to reach out to the local community. Mass campaigns are held annually, whereby all Singer's sales agents and management organize door-to-door sales activities in selected neighbourhoods.

With Singer's Buddy On The Go, it spurs greater excitement for Singer's various promotional activities.



2

Singer Opens New Branch in East Malaysia



1. VIPs and Singer's management officiating the opening ceremony of Singer Putatan.

2. Staff and management of the new Singer Putatan branch.

Singer is aggressively opening more branches in Malaysia and the recent new branch was opened in Putatan, Sabah, in early April this year.

In conjunction with the grand opening, a special promotion was held to attract people in the neighbourhood to join in the historical moment with Singer Putatan. Promotions, free gifts and a sewing machine demonstration were among the special highlights.

Timbalan Ketua Menteri Sabah, YB Datuk Seri Panglima Haji Yahya Hussin Merangkap Ketua Menteri Pertanian dan Industri Makanan and Yeap Dein Wah, Managing Director of Singer (M) Sdn Bhd were invited to officiate the official opening ceremony. Also present were Pegawai Daerah Putatan, Tuan

Abdul Ghani Yusof and Ketua Balai Polis Penampang, Tuan DSP Madang Usat.

"Singer constantly seeks to improve itself by diversifying its wide range of products to cater to the needs of the community. Besides, the presence of Singer in Putatan, this will eventually open up greater opportunities for the highly motivated individuals to join Singer through the opening of a new sales agent shop," said Yeap.

In line with its tagline, 'Your Friend for Life', the Singer network expansion plan will strive to provide the best services, reaching out to each and every local community, be it rural or urban.

7-Eleven launches Malaysia's first real-time game show on Facebook



7-Eleven Malaysia Sdn Bhd gave away attractive prizes worth over RM8,000 through the country's first real-time game show on its official Facebook page www.facebook.com/7ElevenMalaysia.

Aptly named "Price For Prize", the real-time game show was open to over 10 million Malaysian Facebook users. The game show took place on 7-Eleven Malaysia's Facebook page every Tuesday and Thursday, from 12 noon to 2pm, for three weeks from May 23 to June 13.

The "Price For Prize" event leveraged on Facebook, where thousands of people competed in real-time, in the first round of the competition, to guess the total number of items in a basket. Ten lucky players then proceeded to go head-to-head in the second round. Five participants who survived the elimination in the second round moved on to the third and final round, when one lucky player won all the items in the basket and a bonus mystery item.

The bonus item differed each week and included a Sony camera, a Canon camera, two Garmin GPS, a Sony PS and an Apple iPod. Weekly winners automatically qualified to compete in the finale on June 13, where the grand prize winner won a new iPad2.

"We have been steadily enhancing our in-store experience and having an online and hugely social experience like "Price for Prize" allows us to show our customers the type of experience we have for them now and in the future," said Tan U-Ming, Executive Director of 7-Eleven Malaysia.

Final Round Winner: Tea Wei Song (Grand Prize : iPad 2 + a basket of 7-Eleven items)



1. "Price For Prize" game on 7-Eleven Malaysia's Facebook page.
2. Tan U-Ming, Executive Director of 7-Eleven Malaysia, with the grand prize winner, Tea Wei Song.



Win n' Ride Contest

7-Eleven Malaysia offered Malaysians another opportunity to win attractive prizes with their recent Win n' Ride Contest, which ran from 6 June to 17 July 2011. A total of 34 prizes were up for grabs:

- | | |
|--|---|
| 1st Prize (x 2 Winners) | - Yamaha Nouvo LC 135cc |
| 2nd Prize (x 1 Winner) | - Apple iPad 2 64G |
| 3rd Prize (x 1 Winner) | - Nikon DSLR D3100 |
| Consolation Prizes (x 30 Winners) | - 7-Eleven Gift Certificates worth RM100 each |

Participation was made easy where the customer only had to purchase a minimum of three items in a single receipt at any of the 7-Eleven stores in Malaysia to qualify for one Contest Card entry. Then, the customer was to complete a slogan - "Name your favourite item in the 7-Eleven store and tell us why in not more than 15 words", attach the original receipt to the Contest Card, drop it in the contest box available in all 7-Eleven stores and wait for the results to be announced.



MALAYSIAN ACHIEVERS HOSTED AT BORDERS

Awang Goneng, Patrick Teoh and Sharon Bakar read their books at Borders

1



2

Borders recently hosted reading and autograph signing sessions by celebrated Malaysian celebrities. On 8 May 2011, Terengganu-born Wan Ahmad Hulaimi, more popularly known as Awang Goneng, was at Borders, The Gardens Mall to greet his fans in conjunction with the launch of his second book, Map of Trengganu. It was a memorable afternoon for his fans and friends, some of whom were visibly moved by his reading and appearance and the opportunity to meet him up close and personal. Guests were later feted to his favourite Terengganu delicacies that were mentioned in his first book Growing Up In Trengganu.

On 14 May 2011, one of Malaysia's best-loved radio personalities, Patrick Teoh, cajoled by book critique and BFM host, Umapagan Ampikaipakan, had the audience in stitches as they bantered and he read excerpts from his book, Teohlogy, at Borders, The Curve Shopping Mall.

On 25 June 2011, writer, teacher of creative writing and bibliophile extraordinaire Sharon Bakar held the attention of her guests with her reading of "Readings from Readings- New Malaysian Writing" at Borders, The Curve Shopping Mall as well as at The Gardens Mall.

1. The audience listened attentively during the session with Patrick Teoh.
2. Awang Goneng meeting his fans at the launch of his second book.



BORDERS' WAY OF CELEBRATING MUMS, DADS & LIFE IN GENERAL

Lifestyle driven promotions get a different twist

In its effort to inculcate reading as part of a wholesome lifestyle, Borders offered the promise of books that would change one's life. Genres ranged from fiction to DIY to cookery to self-improvement, with titles such as "Fall of Giants" by Ken Follett, "An Unfair Advantage" by Robert Kiyosaki, "How to talk so kids will listen" by Adel Faber, "For whom Bells Toll" by Ernest Hemingway's and "Jamie's 30-minute Meals" by Jamie Oliver'.

For Mothers Day, Borders took a jibe at those who forgot to get mum a gift while at the same time offered the easy solution of going to Borders where there is bound to be something that mum would love; for Fathers Day, the ubiquitous tie was put down as the worst gift for Dad. Instead, once again Borders books and other gifts items were recommended as the better alternatives. The Star ran a story on it and acknowledged it as "a clever campaign".



Mid-afternoon treats at Kenny Rogers ROASTERS

Put an extra pep in your mid-afternoon step with the brand new Tea Time menu by Kenny Rogers ROASTERS (KRR). Available from mid-June onwards, on Mondays to Fridays from 3pm to 6pm, tickle your palate with a variety of tea sandwiches, toasted tortilla wraps, salads and of course, sweet indulgences which will bring a smile to any day.

"The new Tea Time menu at KRR takes into consideration the modern guest - someone who hustles and bustles between business appointments, classes or events. Whether you are looking for a light snack between meals or catching a quick bite between afternoon appointments, Tea Time at KRR offers light, healthy and wholesome meal options," said Esther Woo, Senior Brand Manager of Berjaya Roasters (M) Sdn Bhd.

Ranging from the simple and delectable Tea Sandwiches, guests can enjoy the classic Tea Time favourites such as the Egg Mayo Fun Bites, a rich chunky egg and mayo mix, served with wholemeal bread; or the Ham & Cheese Fun Bites, scrumptious deli chicken ham & cheese, sandwiched between classic toasted wholemeal bread. Items on the Tea Time menu start at RM5.50* each.

For those looking for the low-carbohydrate option, the Toasted Tortilla Wraps are generously filled with hearty chicken chunks, lettuce and cucumber in your favourite choice of dressing, smoked BBQ (Texas Tortilla Wrap) or Thousand Island dressing (Island Tortilla Wrap).

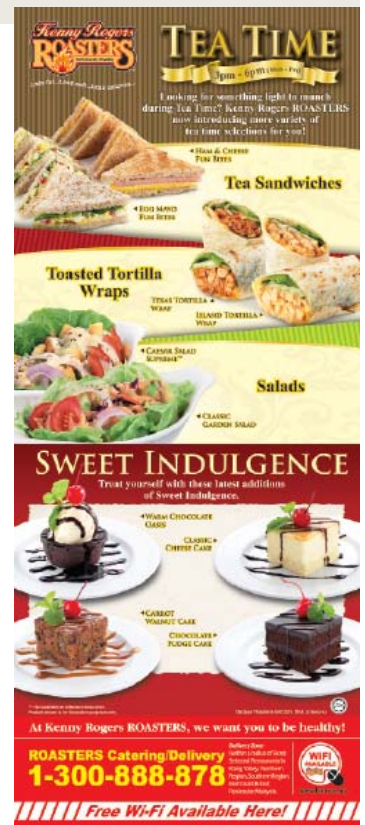
Enjoy a refreshing mid-afternoon bite with the Classic Garden Salad or Caesar Salad Supreme** which consists of crisp and fresh vegetables tossed with KRR's special dressing.

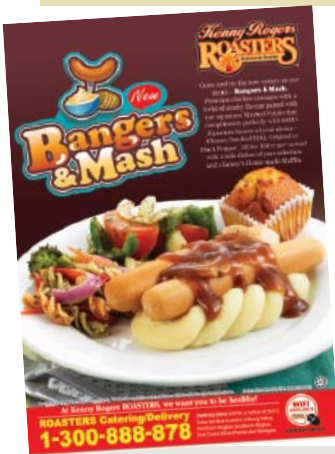
Put a sweet note to your mid-afternoon routine with a Sweet Indulgence at KRR. Choose from the delicious Warm Chocolate Oasis, rich and smooth Classic Cheese Cake, wholesome Carrot Walnut Cake or flavourful Chocolate Fudge Cake which will bring a smile to you any day.

"With the new cafe as well as complimentary wi-fi access set up in many KRR restaurants nationwide, we make a cosy meeting point for people from all walks of life. From business people who need a venue to host a mid-afternoon meeting, to students who are looking for somewhere comfortable to have a quick bite, we strive to evolve with the lifestyles of our esteemed guests," said Esther.

For more information on Kenny Rogers ROASTERS, contact 03-2119 9888 or visit www.krr.com.my.

*All prices vary at Genting Highlands and subject to government tax and 10% service charge where applicable.
**Available at selected restaurants only.





All-time Classic - 'Bangers and Mash' at Kenny Rogers ROASTERS

Kenny Rogers ROASTERS (KRR) introduces 'Bangers & Mash', an all-time classic which inspires nostalgia with every meal. The classic combination of succulent, premium chicken sausages (bangers) served with rich and creamy mash potatoes have been given a healthy and wholesome touch at KRR.

"Bangers & Mash is a classic meal that is enjoyed by people around the world, regardless of age. At KRR, we understand that the appeal behind all-time classic meals such as 'Bangers & Mash' rest a lot on its simplicity and satisfaction; that is what we are looking to deliver to our guests, a healthier, wholesome twist," said Esther Woo, Senior Brand Manager of Berjaya Roasters (M) Sdn Bhd.

The Bangers & Mash meal at KRR consists of two premium chicken sausages with a hint of smoky flavor, served over KRR's signature Mashed Potato. This classic combination is complimented perfectly with your choice of KRR's Signature Sauces, Cheese, Smoked BBQ, Black Pepper or Original. With two side dishes of your choice and one Kenny's Home-made Muffin, Bangers & Mash at KRR makes a wholesome and healthy meal for all ages. It is priced at RM17.50*.

*Price varies at Genting Highlands. Available while stocks last.

Kenny Rogers ROASTERS at Alpha Angle, Viva Home & Gurney Plaza



1. Staff of KRR in front of the Gurney Plaza restaurant.
2. KRR's new restaurant at Alpha Angle.

Check out the newly opened Kenny Rogers ROASTERS (KRR) restaurants in Viva Home and Alpha Angle! The restaurant in Viva Home was opened on 15 April 2011, followed by the opening of the restaurant in Alpha Angle on 17 June 2011. Our latest restaurants offer the customers a vibrant and dynamic ambience.

A 6th restaurant in Penang was also newly opened on 5 April 2011 at Gurney Plaza. The deliciously healthy meals from KRR will be readily available whenever you travel to the island state!

Roasters Health Watch 2011 challenge - Mars Vs. Venus

The search for 12 participants to take on the Roasters Health Watch 2011 (RHW 2011) Challenge had finally come full circle. On 21 April 2011, Kenny Rogers ROASTERS (KRR) announced the 12 participants to take on the RHW 2011 challenge with this year's theme "Mars Vs Venus". They were required to join a total of an 8-week health management programme at Celebrity Fitness, Mid Valley Megamall, which started on 25 April 2011.

The selected participants were arranged to join celebrities, Rina Omar and Li Qiang in the health challenge. During the 8-week health management programme, they were being served with healthy and wholesome KRR meals and attended an exercise programme by Celebrity Fitness.

The programme required participants to attend a once-a-week customized personal training session and a minimum of 2 group exercise classes per week tailored by Celebrity Fitness. A total of RM35,000 worth of prizes from KRR, Celebrity Fitness, Gintell and Brooks were given out this year.



The "Mars Vs. Venus" participants getting ready for the challenge.

Kenny Rogers ROASTERS Leadership Convention

In line with Kenny Rogers ROASTERS' (KRR) mission statement, guiding principles and values, the management has always focused on staff development. The KRR Leadership Convention was held to encourage leadership and teamwork in our workforce. Held at Berjaya Penang Hotel from 9 to 11 May 2011, more than 100 KRR employees took part in this exciting brain teaser & physically challenging team-building at Penang, focusing on its annual theme - "Teamwork towards greater heights"! The participants enjoyed themselves while engaging in the fun and constructive activities carried out indoor and outdoor.



1. Thumbs up for the winning team of the leadership convention!



2. A cheerful group of KRR staff at the Penang Hill.

DELICIOUSLY LOADED!



Love our fries? For sure you'll love Wendy's® all-new loaded fries. Topped with Sour Cream & Chives or Chili & Cheese, you'll get a greater taste at every bite! Available from 16th May 2011 onwards at all Wendy's® outlets.

CHEEEESY... all the way!



The awesome 'TRIPLE MELT', fresh, delicious and affordable set meal is only RM5.55! Make your pick between the tempting Jr. Chicken Mushroom Melt, cheesy Jr. Mushroom Melt or piping hot Mushroom Melt Baked Potato all topped with rich and creamy cheddar cheese sauce with real mushroom and pair with a small cup of refreshing F&N Seasons Ice Lemon Tea.

Mushroom Melt now with Smoked Beef Strips



Wendy's® Smoked Beef Strips Mushroom Melt was introduced end May 2011. Savour a whole new level of satisfaction with Wendy's® Smoked Beef Strips Mushroom Melt. This mouth-watering burger comes with Wendy's® signature quarter pound square beef patty, premium sliced cheese, topped off with succulent smoked beef strips and doused with a layer of creamy cheddar cheese sauce with real mushrooms that is sure to put a wide smile on your face!

Brewing Now

Starbucks opened the 136th store on 25 May 2011 in Desa Sri Hartamas. This store was uniquely designed with a spacious outdoor café, while the indoor café is suitable for group meetings and discussion. Starbucks Desa Sri Hartamas store team is led by Store Manager, Hairil Azlan.

The 137th store, Starbucks VIVA Home opened on 15 June 2011. Starbucks VIVA Home's Store Manager is Irene Chong.



1. Starbucks Desa Sri Hartamas.

2. Starbucks VIVA Home.

3. Irene Chong and her store partners.

A Fashionable Way to Launch "However-You-Want-It" Frappuccino

Starbucks Malaysia partnered with Berjaya Times Square to launch its new "However-You-Want-It" Frappuccino on 10 May 2011. This was in conjunction with the launch of Berjaya Times Square's 1st Avenue, the new shopping section in Berjaya Times Square.

Models were dressed in the latest fashion and accessories available at the 1st Avenue while carrying Starbucks' New "However-You-Want-It" Frappuccino on the runway.

Popular celebrities including Amber Chia, Hannah Tan, Xandria Ooi, Hansen Lee and many more were present at the event to show support.



1. Model holding Extra Coffee Mocha Frappuccino Blended Beverage



2. VIPs and guests at the runway
3. Model with Soy Green Tea Cream Blended Beverage on the catwalk

Starbucks launching “However-You-Want-It” Frappuccino Blended Beverage



Starbucks Coffee Company launches the new, “However-You-Want-It” Frappuccino® blended beverage throughout the nation, allowing customers to create a blended beverage that is uniquely their own. Customers can tailor their Frappuccino® beverage with a variety of fresh milks or soy, choose the intensity of their coffee and pick any combination of syrups or toppings – the same way they customize their favorite Starbucks® espresso beverage.

“Ordering a beverage just as you like it has always been an important part of the Starbucks’ Experience,” said Sydney Quays,

Marketing and Communications Director of Berjaya Starbucks Coffee Company. “The new “However-You-Want-It” Frappuccino® blended beverage is no exception. Our Frappuccino® blended beverages are now 100% customizable with the quality our customers expect from Starbucks.”

Starbucks’ reinvention of this classic beverage is perfect for customers who want a Frappuccino® blended beverage their way – whether they are looking for a delicious low-calorie, low-fat option or an indulgent treat.

Among the thousands of new combinations, Frappuccino® blended beverage creations include:

Extra Coffee Mocha Frappuccino® Blended Beverage – A coffee intense, decadent treat of mocha sauce combined with the new Starbucks Frappuccino® Roast coffee and whole milk, blended with ice and topped with whipped cream.

Green Tea Cream Frappuccino® Blended Beverage – A delightful treat for our soy or light milk customers, this beverage is made with green tea powder and soy or light milk, blended with ice topped with whipped cream. To keep this beverage dairy-free, customers can opt for the topping without whipped cream.



Starbucks Frappuccino School for Malaysian Media!



On 8 June 2011, Starbucks® Malaysia organized a Frappuccino® School conducted by our Starbucks Coffee Ambassador, Adi Fisfaisal, for the media in line with the recent launch of However-You-Want-It Frappuccino®. Berjaya University College of Hospitality in Berjaya Times Square was selected as event venue. It was an enjoyable experience for our media friends as they explored in creating their personalized Frappuccino Blended Beverage and taking part in the “Best Personalized Frappuccino Challenge”.

Journalists from some of the major media organizations in Malaysia such as Nanyang Siang Pao, NTV 7, New Straits Times, Time Out KL, Utusan Malaysia and Kosmo! took part in the event. They received a certificate of participation each and the winner with the best Frappuccino® recipe walked away with a hamper worth RM400.

1. Journalist from The Star, News Straits Time and Time Out KL in a group photo with our Marketing Team ... cheers !
2. Sydney Quays (2nd from right) showing his favourite frappuccino, the Soy Extra Shot Java Chip Blended Frappuccino.
3. Adi, Starbucks Malaysia Coffee Ambassador demonstrating the steps of preparing Frappuccino Blended Beverage
4. The Frappuccino School received good coverage from the media, which included the Malaysia’s Most Visited Online Digital Magazine – Time Out KL !



Mothers performing during the “Poco-Poco Dance”.

MOTHER’S DAY TO MOM...WITH LOVE

On 8 May 2011, about 200 mothers and their children had an enjoyable time at Kelab Darul Ehsan participating in the various contests such as Best Wishes for Mum Contest , Cup Cakes Decoration Contest, Mum Look-A Like Contest , Mum Catwalk Contest and Most Glamorous Mum Grand Prize . They were also entertained by Farhan, an Akademi Fantasia 4 finalist singer. The Most Glamorous Mom walked away with a 3D/2N stay at Berjaya Penang Hotel, sponsored by Berjaya Hotels & Resorts.



Group photo with Dr Harridon, the Rocketry Division Head from Astronautical Association of Malaysia

Let’s Meet The Astronaut Program at Kelab Darul Ehsan

On 29 May 2011, a program for children was organised to discover the exciting world of outer space at Kelab Darul Ehsan. They had a thrilling time making their lunar car and designing space suits. The aeronautical activities were conducted by Yayasan Angkasawan Malaysia (YAM) and Astronautical Association of Malaysia.

Berjaya Air Muhibbah Bowling Competition



40 management and staff of Berjaya Air took part in the Berjaya Air Muhibbah Bowling Competition

On 25 June 2011, the bowling alley at Bukit Kiara was filled with pilots, cabin crew, engineers and customer service staff who exchanged their uniforms for stylish black and green bowling T-shirts for season 2 of the Berjaya Air Muhibbah Bowling Competition.

With a prize of RM500 (plus medals) for the team championship and RM200 (plus medals) for the individual champion titles, there was keen competition amongst the ten teams, each bowling enthusiastically to win and cheered on by supporters.

Of course it was not only the winning that counts, but the chance to meet outside the work environment and to promote the spirit of teamwork so essential in every organisation.

Samsung Galaxy Mini and Tab for U Mobile Subscribers

U Mobile introduced a new promotion on 14 June 2011, which offered the public the Samsung GALAXY Mini and the GALAXY Tab at prices starting from RM0 and RM399 respectively. The new promotion makes U Mobile the first telco service provider in Malaysia to offer the Samsung GALAXY Mini at a never-seen-before price of RM0 under their U Value, U Plus or U Premium plan.

The first 100 customers to buy a Samsung Galaxy Tab or Mini were entitled to participate in a lucky draw which offered a 43-inch plasma television as the Grand Prize.



1. Samsung Galaxy Tab
2. Samsung Galaxy Mini
3. (From Left) Suresh Reddy, Chief Commercial Officer of U Mobile Sdn Bhd presenting to Liew Chen Huai, the winner for lucky draw Grand Prize of a Samsung 43" HD Grade Plasma TV in U Mobile's handset promotion which ran from 18 June -25 June 2011.

U Mobile Leading Malaysia and Asia with Facebook Credits

On 27 June 2011, U Mobile officially became the first telco in Malaysia and Asia to partner with Facebook and reward customers with Facebook Credits, a virtual currency that can be used to buy games, applications and even music online. Through this partnership, U Mobile once again showcased thought-leadership by keeping its pulse on global trends. From now on, to get free Facebook Credits, one needs only to "Like" U Mobile's Facebook Fan Page and reload with U Mobile.

Officiating the momentous occasion, Ganesh Kumar Bangah, CEO, MOL Access Portal, Dr. Kaizad Heerjee, CEO, U Mobile Sdn. Bhd. and Stephen Dolan, Commercial Director for Facebook in Singapore and South East Asia.



U-Mobile collaborate with 7-Eleven Outlets nationwide with 'Holiday with U' Reload Reward Programme

On 16 June 2011, U Mobile collaborated with 7-Eleven to reward the top re-loader of every week for 13 weeks with a 3 Days/2 Nights 'Fly & Snorkel Trip for 2' at Berjaya Tioman Resort worth RM1,816. The second top re-loader of the week will receive a BlackBerry® BoldTM 9780 worth RM1,799!

Reload up for grabs: Holiday Package and BlackBerry® BoldTM 9780

Strategic Alliance with Pos Malaysia to make payment easier for U Mobile customers

On 26 May 2011, U Mobile formalised the strategic partnership with Pos Malaysia enabling U Mobile customers to pay their bills through the vast network of Pos Malaysia.

This partnership saw an increase in the number of payment channels for U Mobile customers to settle their bills; over the counter at 700 Pos Malaysia branches countrywide; or using the new automated payment kiosks, POS24, located in selected branches; or online via the Pos Malaysia website, Pos Online (www.posonline.com.my).

This alliance is the latest in U Mobile's strategy to deliver a superior customer experience, following a substantial investment to expand its infrastructure network earlier this year to extend its 42 Mbps mobile network, and eventually introduce 100 Mbps wireless network, to several cities in Malaysia.

(From Left) Dr Kaizad Heerjee, CEO of U Mobile and Dato' Syed Faisal Alba, Group MD/CEO of Pos Malaysia announcing the partnership deal.



U Mobile Reload Reward Programme with Maybank

U Mobile, in collaboration with Maybank, launched a Reload Reward Programme for its pre-paid subscribers on 6 June 2011. The programme ran for 12 weeks, with prizes ranging from 100 Free SMS for subscribers who top-up RM30 and above, and Samsung Galaxy Tab and modem worth RM100 for subscribers who recorded the highest reloading within the 12 weeks.

Happy Moment: (Far Left) Peter Tang, Head of Alternate Channel, (Far Right) Yip Weng Seng, Manager of Alternate Channel, together with the winners of U Mobile top-up rewards programme with Maybank for week 1 to week 4. The winners walked away with a Samsung Galaxy Tab each!



Mini Exhibition in conjunction with MCMC conference on 'Opportunities for All in Broadband ICT'

U Mobile was one of the representatives from the telco industry to participate in a 2-day conference from 24 to 25 May 2011 on 'Opportunities for All in Broadband ICT' which was officiated by the Minister of Information, Communications and Culture, Dato' Seri Utama Dr. Rais Yatim. U Mobile also set-up a mini exhibition booth to showcase its high speed seamless connection mobile broadband network up to 42Mbps and the latest mobile broadband product offerings at MCMC's headquarters in Cyberjaya.

Kevin Henry, Head of Mobile Data attended to the Minister and MCMC team members who visited the U Mobile booth.



BERJAYA UCH won 2nd Runner-Up in Gas Petronas Battle of the Chefs Cooking Competition

Tears and sweat were not in vain when Berjaya UCH won the 2nd Runner-Up in the first ever Gas Petronas Battle of the Chefs cooking competition! The students happily carried home RM1,000 cash, trophy, Petronas Goody bags and also a 14kg cylinder of Gas Petronas with big smiles on their faces.

"Our students worked hard preparing for this 'Battle of the Chefs' Cooking Competition. Even though they did not win first place, they gained knowledge in how to take risks, to innovate and be ready for what life throws at them. I'm certainly proud of my students as they had already won the battle with their hard work and dedication." said Mae Ho, Chief Operating Officer of Berjaya UCH.

Organized by PETRONAS Dagangan Berhad (PDB) and held in SSTwo Mall, Petaling Jaya, the "Battle of the Chefs" saw six participating leading institutions of higher learning; namely, FIM, PTPL College, Berjaya UCH, Unitar, UITM and UPM. The exciting competition attracted a crowd of over 300, half of them culinary students from participating colleges and universities.

In the competition, each of the six teams comprising three apprentice chefs were assigned to present three dishes which included an appetizer, a main course and a dessert. A time limit of two hours was given. The teams were judged based on their innovation, taste, presentation, timeliness and hygiene. The participants from Berjaya UCH were apprentice chefs Wilfred Liow, Carmen Kan and Lau Suk Sin.



The trio won the 3rd prize in the 'Battle of the Chefs' cooking competition.

En. Zubair Abdul Razak, the General Manager of PDB's LPG (liquefied petroleum gas) Business said, "The Gas Petronas Battle of the Chefs is one of the platforms for us to expose young chefs to competition and to give them an opportunity to further improve the Malaysian hospitality and food-services standards."

BUCH students were concentrating on preparing the 3-course meal during the competition.

Berjaya UCH Signed MOUs with **NEGUIN Company Sdn Bhd, Cheju Tourism College and SATT College**

Berjaya Higher Education Sdn Bhd and NEGUIN Company Sdn Bhd entered into a Memorandum of Understanding on the 23rd of March 2011. NEGUIN Company Sdn Bhd, an Iranian company with headquarters in Kuala Lumpur, and BERJAYA Higher Education Sdn Bhd will work together to create a national capacity to provide training, education and consulting services, establish an interactive hospitality, retail, shopping mall management and e-trade readiness of Iranian enterprises.

Berjaya UCH had also signed a Memorandum of Agreement with Cheju Tourism College, an established and renowned education institute in Jeju Island, Korea, on 28 April 2011; and a Memorandum of Understanding with SATT College, an established hospitality-focused college in Sarawak, on 12 May 2011 respectively. The purposes of the MOA and MOU were to create or integrate licensed programmes, course development, credit transfers, student-staff exchanges, international mobility programmes, research and consultancy. At the same time, Berjaya UCH will be able to expand its reach further into Sarawak and Korea, which have large educational needs for the hospitality industry.



From left: Neguin Group of Companies Executive Director Dr Abdul Rahman Bidin, Berjaya UCH Vice Chancellor Tan Sri Professor Emeritus Dato' Dr. Abu Hassan, Neguin Group of Companies Group Managing Director Mr Ramin Ahmadi, PDM Asia Manager Ms Noushin Ahmadi Saber Doust and Berjaya UCH Chief Operating Officer Mdm Mae Ho.



From left: Berjaya UCH's COO, Ms. Mae Ho, Vice Chancellor, Tan Sri Dr. Abu Hassan Othman, President of Cheju Tourism College, Ms. Kim Sung Kyu and representative of Cheju Tourism College at the MoA signing.



From left: Mohamad Nazri B. Dato' Hj Abdilllah Chief Executive of SATT College, Dato' Hj Abdilllah B. Hj Abdul Rahim Group Executive Chairman of SATT College, YBhg Tan Sri Prof Emeritus Dato' Dr. Abu Hassan Othman Vice Chancellor of Berjaya UCH and Mdm Mae Ho COO of Berjaya UCH.

Berjaya UCH Wins the Battle of the Chefs 2011

Berjaya University College of Hospitality students emerged champions in the Battle of the Chefs from 3rd to 5th June 2011 which was held in Straits Quay Penang, Penang.

All the arduous hours of practice were not in vain when Berjaya UCH students reaped wonderful results in the Battle of Chefs 2011 cooking competition! The Director of School of Culinary Arts, Global Master Chef, Chef Jochen was honoured to be selected as one of the panel judges for the "Battle of the Chefs" held in Penang. Amidst tears of joy, the students brought home the much coveted medals and prestigious certificates.

Students of Berjaya UCH namely Wilfred Liow, Lau Suk Sin and Kan Pui Mun, participated in this prestigious cooking competition. They emerged champions and bagged the gold medal in the 3 course set menu team Western Hot Cooking category. Another student of Berjaya UCH, Yong Chee Ken, won the silver medal in the individual seafood hot cooking category while Jonathan Choong Tuk Liong won a diploma in the Bread Showpiece category.

The inaugural "Battle of the Chefs" was first held in July 1988 at Shangri-La Hotel, Penang, with only 60 participating chefs from the hotels in Penang. This cooking competition has become well-recognized in Asia and each year, experienced chefs, young aspiring chefs and Culinary Arts students throughout Asia make their pilgrimage to Penang to participate in the prestigious "Battle of the Chefs".

"We are proud that our special learning method, the Immersion Methodology actually helped our students in terms of being more hands-on and also in boosting their confidence." said Ms. Mae Ho, Chief Operating Office of Berjaya UCH. "Joining competitions such as these are important elements in teaching our graduates to work under pressure, to establish networks with their peers, and also to be expose them to the culinary standards out there!" exclaimed Ms. Mae Ho.



From left: Berjaya UCH Commis Jonathan Choong Tuk Liong, BERJAYA UCH student Lau Suk Sin, Kan Pui Mun, Wilfred Liow and Yong Chee Ken.

SaigonBank Berjaya Securities on a 3D/2N Team Building Trip



1

SaigonBank Berjaya Securities (SBBS) had organized an outdoor team building trip at the sunny beach in Phan Thiet. This year's theme – "United we grow" is aimed to develop team spirit and leadership through the beach team building competition.

A total of 37 staff joined this 3D/2N trip. Besides the beach team building competition, they also took part in the talent competition and recycle material beach wear competition, which was held during the gala dinner.

On the departure back to Ho Chi Minh City, the group visited Ta Cu Mountain where the biggest stone sleeping Buddha in Vietnam is located. The trip not only recharged the morale of the staff but also developed team spirit and leadership skills.

1. Staff of SBBS holding hands to signify this year's team building theme "United we grow".
2. Participants were divided into two groups in an interesting team building competition.



2

Berjaya Sampo opened new branch in Ipoh



1. BSI senior management team at the launch ceremony of Wisma Berjaya Sampo Insurance in Ipoh.

2. Wisma Berjaya Sampo Insurance in Ipoh.

On 10 May 2011, the opening of Berjaya Sampo Insurance Berhad's Ipoh branch in Wisma BSI was officiated by Mr. Patrick Loh, Chief Executive Officer of Berjaya Sampo Insurance Bhd, Mr. Hiroei Suzuki, Chairman and Chief Executive Officer of Sampo Japan Insurance (Hong Kong) Co. Ltd and Mr. Yap Fatt Kong, Northern Region Deputy General Manager. The opening was attended by business associates, clients and agents.

Berjaya Sampo Insurance Berhad (BSI), Ipoh branch was started in Fair Park in year 1992. The branch expanded and subsequently purchased the existing building in 2002. Over the years, the Ipoh branch has been the regional office and the processing hub for underwriting and claims for the Northern Region, which includes branches in Ipoh, Sitiawan, Teluk Intan, Taiping, Penang, Butterworth and Alor Setar. As of financial year April 2011, Northern Region's revenue stood at RM64mil, of which the Ipoh branch contributed about RM28mil. Due to the expansion, the company has purchased and renovated the adjoining building. It was then renamed as Wisma BSI.



Friendster Relunched as a Social Gaming Hub



The world's pioneer social networking site was reintroduced to the public as a new social gaming platform in June this year. The new Friendster in its beta stage also came with a fresh brand and logo to suit its social gaming audience in Asia.

Today, Friendster is positioned as a social gaming destination that enables its users to create multiple avatars, play games and enjoy rewards.

In his email message on the relaunch of Friendster to the millions of existing users, Ganesh Kumar Bangah, Chief Executive Officer of Friendster, said: "Friendster has touched the lives of many. Since MOL, the company I founded acquired Friendster in early last year; many people have come up to me to tell me how Friendster has changed their lives. Many have told me that they have found their life partners over Friendster. Just last week, a successful Internet entrepreneur in Singapore told me that her success was triggered by promoting her business on Friendster. Friendster pioneered social networking and ignited the social media industry that has created billion dollar companies such as Facebook and Twitter, companies that may not have existed in their present form if not for Friendster's early innovation."



A screen image of the Friendster Game page.

The new Friendster has already attracted many new social gamers across the region. There is already a sizeable number of popular social games on the site including BoomZ and Sushido. New games and features such as localizations and rewards will gradually be introduced over the next few months.

MOL is now Philippines' Largest Online Gaming Payment Provider



Targeting 100% growth in the Philippines and seeking to fortify its payment offerings for online games, virtual worlds and social networks in the rest of the region, MOL Access Portal recently bought 100% of the country's leading pre-paid platform, LoadCentral.

Following the acquisition, the combined company became the largest payment provider for prepaid services for the growing online gaming market in the Philippines.

"The Philippine online gaming and social networking markets are experiencing spectacular growth and we intend to make it easy and safe for consumers here to acquire virtual currency for their digital lifestyle," explained Ganesh Kumar Bangah, Chief Executive Officer of MOL at a press conference held in Manila on 1 June 2011.

LoadCentral distributes mobile air-time and game credits, using both scratch cards and electronic top-ups through an expanding and profitable network of some 7,400 convenience retailers and Internet cafes across the Philippines. LoadCentral likewise provides payment services for more than 1,500 popular online games.

Previously, Load Central was a distributor of MOL's range of payment services for online games and will continue to trade under its brand name following the acquisition.

CEO of MOL, Ganesh Kumar Bangah and Manager of LoadCentral, Jeff Boone at the signing ceremony.

RM10,000 Incentive to Agent who Sold Winning Supreme Toto 6/58 Ticket

A Customer Service Assistant (CSA) got to become a "winner" of RM10,000 incentive after selling the winning Supreme Toto 6/58 ticket with the record-breaking jackpot sum of RM48 million!

The CSA, Ms Ringgai bt Rindiman, received her cheque from Sports Toto East Malaysia manager, Mr. Francis Ng to the CSA at a simple cheque presentation held on 5 May 2011 at the Beverly Hills outlet in Jalan Bundusan, Penampang, where the winning ticket was sold.

Among the agents present at the ceremony were Mr. Yong Chiu Tong from Tegap Jadi and Mr. Wong Seng Heng from Hasil Segar.

Ms Ringgai Bt Rindiman receiving her incentive cheque of RM10,000 from Mr Francis Ng, Sports Toto East Malaysia manager.



Sports Toto introduces Toto 4D Jackpot

Sports Toto recently introduced a variation of its Toto 4D game – Toto 4D Jackpot! It offers a guaranteed minimum upfront amount of RM2,000,000 for Jackpot 1 and a guaranteed minimum amount of RM 100,000 for Jackpot 2 with only RM2 bet! And it has no maximum payout for its Jackpots.

The variation game incorporates a jackpot element which allows Toto 4D players to win MILLIONS in Jackpot prizes! It is an attractive game and all the players need to do is to pick a pair of 4-digit numbers for a minimum bet of only RM2.

It is set to create more winning chances for Toto customers and is in line with Sports Toto's efforts in reinventing its portfolio of games

in recent years to meet customers' changing needs and expectations.

The first draw of the Toto 4D Jackpot was held on 11 June 2011, Saturday, and the game has already been very well-received.

The highest first prize of Toto 4D Jackpot totaling up to RM10.9 million was won on 16 July 2011. A transport officer and a businessman from Selangor as well as a retiree from Malacca shared the similar pair of winning 4D numbers "6133 & 2218", hence jointly won the jackpot.



TheSun Futsal Tournament

1. TheSun Futsal Team landed the 2nd place in the Bud Cup 6v6 Futsal Tournament with RM2,000 cash prize.
2. Mr. Ruben from theSun Media was selected for the International Bud Cup tournament held in Argentina.

On 18 July 2011, a futsal tournament was held at One Utama Damansara. It was a Bud Cup 6v6 Futsal Tournament held in conjunction with the selection for representatives of Malaysian Bud Cup Team to Argentina. theSun futsal team was represented by Chandar (I.T), Sasee (I.T), Ruben (I.T), Aloysius (Marketing), Magenan (Graphics), Logeswaran (D.C), Devaraju (D.C) and Rajah (Production). All the 8 players who represented the Malaysian Bud Cup team were selected by the great Malaysian football legend Datuk Soh Chin Aun. Each player came from different backgrounds and teams. Ruben from theSun Media was selected to represent Malaysian Bud Cup team for the International Bud Cup tournament held in Argentina on 18 July.

Malaysian Bud Cup team is fully sponsored by Luen Heng F & B Sdn. Bhd. (the sole distributor for Budweiser beer in Malaysia and a subsidiary of Carlsberg Malaysia.)

During the tournament in One Utama, theSun Futsal Team defeated China



Press and Nanyang Siang Pau and became the group champion. Our team then played as Media Group Champion against Carlsberg Malaysia in the quarter finals and beat them with a score of 5-2. We won Tesco Malaysia with 2-1 in the semi-finals. Finally, we lost to Hills Pub & Café 3-0 in the finals.

The Malaysian Bud Cup team lost in Argentina to a great side like Germany 0-1, Chile 0-4 & Brazil 0-4 under extremely cold weather, below 10° C, with pouring rain and chilly wind. It was a great experience for the Malaysian team. It is hopeful that the team will achieve higher performance in future matches.

Kelab Sukan & Rekreasi Kumpulan Berjaya's Annual General Meeting 2011

Kelab Sukan & Rekreasi Kumpulan Berjaya's Annual General Meeting 2011 was held on Sunday, 17 April 2011 at Perdana Ballroom, Bukit Jalil Golf & Country Resort and attended by 330 members. Members were each given a goodie bag which consists of Cosway toiletry products, vouchers from Kenny Rogers Roasters, Starbucks Coffee & Papa John's Pizza, tissue box from Kimberly Clark, 100 Plus drink, etc. and stood to win lucky draw prizes which included holiday accommodations, dining vouchers as well as other home and lifestyle products.

The members were also treated to a sumptuous buffet, Red Bull Energy Drink and entertainment such as belly dancing, magic show and special appearance by the "Paper Dolls".



1. Sitting left to right : Kelly Kam, Hew Chit Kong, Khor Poh Waa, Anthony Francis, Ricky Yeoh
Standing left to right : Khor Woon Huat, Felicia Foo, Melissa Ng, Karen Ng, T Rajan, Rahmat Sahab.
2. Ms Yik Soon Kum of Graphic Press receiving the Grand Prize of 3 days/2nites stay at Berjaya Tioman Resort inclusive of Berjaya Air return airtickets from Mr Khor Poh Waa.

Kelab Sukan & Rekreasi Kumpulan Berjaya Committee 2011/2012 :-

- | | |
|------------------------|---|
| President | : Khor Poh Waa |
| Vice President | : Anthony Stanley Francis |
| Treasurer | : Hew Chit Kong |
| Honorary Secretary | : Kelly Kam |
| Honorary Assistant Sec | : Felicia Foo |
| Committee Members | : Melissa Ng, Rahmat Sahab, Karen Ng, Khor Woon Huat, T Rajan, Ricky Yeoh |



Berjaya Times Square leads the giveaway race with its Malaysia Grand Prix Sale

The scorching heat in April 2011 brought with it the Formula One fever! From 15 March till 3 April 2011, shoppers could redeem 1 ticket to catch F1 LIVE with a minimum purchase of RM200! Those participating in the Shopping Frenzy Contest, held on 3 consecutive Sundays from 15 March, stood a chance to be one of the lucky winners to win a Main Grandstand ticket to the F1 Petronas Malaysia GP.

The Formula One fever at Berjaya Times Square.



15th Terimee Slimming Challenge

The Slimming Challenge is an annual slimming competition and graduation ceremony by Terimee International Slimming Academy Sdn Bhd. On 10 April 2011, Kate Tsui, a popular Hong Kong Artist and ambassador for Terimee had a Jubilant Rabbit Year Meet-Up session with her fans.

Kate Tsui is ambassador for Terimee.



MSD HIV Awareness Campaign

The Malaysian AIDS Council held a HIV awareness event at Lower Ground Concourse from 6 to 8 May.

Malaysian AIDS Council Awareness campaign.



Cosmic Carnival

In conjunction with the mid-term school holidays, Malaysia's largest indoor theme park, Berjaya Times Square Theme Park hosted the Cosmic Carnival from 28 May to 12 June 2011. The Cosmic Carnival featured many activities such as walkabouts of the lovable mascots, Professor Cosmo and his bumbling assistant, Ooort; a child ticket redemption program; a Gadget Hunt with stunning gadgets up for grabs, and a slew of performances from their quirky friends.

The Cosmic Carnival from 28 May to 12 June.



Gary Chaw Sensation World Tour 2011

The promo tour served as a platform to enhance awareness for the upcoming Gary Chaw Sensation World Tour Concert and to generate more crowd to the Complex. The popular singer's appearance on 18 June 2011 for the autograph session provided good interaction between him and the shopping community.

Gary Chaw fans at Berjaya Times Square.



RHB - The Star Mighty Minds 2011

The scorching heat in April 2011 brought with it the Formula One fever! From 15 March till 3 April 2011, shoppers could redeem 1 ticket to catch F1 LIVE with a minimum purchase of RM200! Those participating in the Shopping Frenzy Contest, held on 3 consecutive Sundays from 15 March, stood a chance to be one of the lucky winners to win a Main Grandstand ticket to the F1 Petronas Malaysia GP.

Participants at the RHB-the Star Mighty Minds 2011 competition.

Launch of Vasana 25 at Seputeh Heights

Berjaya Land Berhad held exclusive launches in June 2011 to introduce its latest prestigious project, Vasana 25, an elite boutique development sited on a freehold 41-acre land in the Seputeh Heights enclave. This high-end gated and guarded development consists of elegant villas and bungalows priced between RM6 million to RM8.9 million with build-up sizes up to 7,655 sq feet.

The affluent neighbourhood in which Vasana 25 is sited became the backdrop of the exclusive launches. Well-heeled guests were present to view the exquisite living that Vasana 25 has to offer. The invitees, some of whom were Klang Valley's prominent figures from the corporate world, were taken on exclusive private tours of the aesthetically designed show units. The guests were treated to a magnificent showcase of luxury cars whilst enjoying fine canapés during the launches which were held during the day as well as in the evening. This was to allow them to experience the ambience of these luxurious tranquil homes.

Every residence at Vasana 25 exudes luxurious contemporary living with spacious layouts, glass lift, a lap pool and large glass windows with breathtaking panoramic views of the KLCC skyline. This fully completed bungalows and villas are now ready to be handed over to their elite owners who will soon get to relish fine living in one of Klang Valley's most upmarket addresses.

1. The panoramic night view at the serene neighbourhood of Vasana 25.

2. Guests at one of the exclusive launches of Vasana 25.



Roasters Chicken Run 2011 Comes To Live

Charity run by Kenny Rogers ROASTERS raises RM65,000 for the National Kidney Foundation



It was a quirky balancing act for a good cause at the 7th Annual Roasters Chicken Run at Sunway Lagoon on 22 May 2011. More than 3,000 runners gathered at Sunway Lagoon for the unique charity run, organized by Kenny Rogers Roasters which help raised RM65,000 for the National Kidney Foundation of Malaysia (NKF).

Participants took on the designated route in the surrounding area of Bandar Sunway while balancing an egg on a cone. Runners had to ensure that the egg remained intact when they completed the designated route of 4.8km (Adult & Junior Categories) or 2.8km route (Kids Category).

"NKF is grateful to Kenny Rogers Roasters and their supporters for their contributions. The proceeds raised from the Roasters Chicken Run will help more than 1,300 NKF patients as we continue to subsidize their dialysis treatments and medication," said Dr. Lee Wan Tin, member of NKF's Board of Directors.

In previous years, the Roasters Chicken Run has successfully raised more than RM300,000 for a variety of charitable organizations and homes. It is one of the many initiatives in the Kenny Rogers Roasters Community Chest Campaign, created in 2005 in aid of the less fortunate. For more information, call 03-2119 9888 or visit www.krr.com.my

1. More than 3,000 runners doing the warm-up dance at Sunway Lagoon.
2. Dato' Francis Lee, Executive Director of Berjaya Roasters (M) Sdn Bhd, presenting RM65,000 contribution to NKF.
3. Organizer and participants were very enthusiastic to begin the run.



Visit to Pusat Jagaan kanak-kanak Cacat Taman Megah



1. The staff and students from BCNHS mingled with the children at the home.
2. A group photo with the children.

On 12 May 2011, staff and students of the Berjaya College of Nursing & Health Sciences visited Pusat Jagaan Kanak-kanak Cacat Taman Megah, Petaling Jaya, in conjunction with Nurse's Day Celebration on 12 May 2011. The staff and students engaged in several activities with the children of the home. The college presented a cheque of RM2,000 which was raised through the sales of BCNHS's 5-year calendar, milk powder and goodie bags for the children of the home.



Berjaya UCH Presents Cup Cakes Made by Special Children on King's Birthday

Berjaya UCH was proud to invite ten kids from Generating Opportunities for Learning Disabilities (G.O.L.D) who are physically and mentally challenged to bake cupcakes for the King's Birthday. The event aimed to provide an opportunity for the kids to have fun while baking and also to play a part in the celebration of the King's birthday.

Under the guidance of BERJAYA UCH chef lecturer, Chef Maria, they whipped the dough to make the cupcakes. When the cupcakes were baked, the excited kids decorated them with colourful butter cream and edible decorations.

Berjaya UCH's pastry team, headed by Head Chef of Patisserie, Chef Roizz, together with some students, baked a 50kg birthday cake for the King's Birthday with the cupcakes baked by the G.O.L.D.

kids. Detailed and beautifully sculptured based on a floral concept, the cake was decorated with delightful flowers which represented prosperity and happiness.

1. The lovely decorated cupcakes are ready for the King!
2. The children from G.O.L.D were carefully filling the paper cups with dough mixture.
3. The King and Queen were impressed by the cupcakes made by the G.O.L.D kids.



Singer's Sewing Skills Training for Single Mothers

Being a single mother is not easy, coping with rising needs of living, taking care of children's welfare and at the same time striving hard to be the sole breadwinner for the family.

Singer has recently collaborated with Jabatan Kebajikan Malaysia (JKM) to provide sewing classes for Single Mothers, entitled 'Perlaksanaan Latihan Kemahiran Jahitan Bersama SINGER' under the program 'Productive Welfare'. It is hoped that by acquiring this basic sewing skills, the single mothers will be independent to earn a better living by running a home business on sewing. Not only will it help to earn better incomes, the children will not be neglected since the single mothers will be working from home.

This sewing program started from August 2010 to April 2011 this year, with the participation of 22 single mothers. The sewing classes were held at two locations, one in USJ and another in Kuala Lumpur. SINGER provides the trainer and teaches basic sewing skills and also sewing basic clothing such as baju kurung, baju kebaya, trousers, children's dress, cushion, soft toys, etc.

Upon completion of training, these single mothers were given a certificate and a new SINGER sewing machine sponsored by both JKM and SINGER, as a gift to encourage them to be independent with the sewing skills acquired.

As the old saying goes, 'Give a man a fish, you will feed him for a day. Teach a man how to fish, and you will feed him for a lifetime'. SINGER herein stretches its helping hand to this group of single mothers, and facilitates them to be independent in earning a living for a lifetime.

1. The trainer (far right with the participants) at a sewing session.
2. The single mothers under training were busy practising their sewing skills.



Mega Tree Planting

Starbucks Malaysia and Children's Environmental Heritage Foundation (YAWA) worked together to initiate a mega tree planting event at Kota Damansara Forest Reserve. Over 150 Starbucks partners and student volunteers from local schools joint effort to cultivate Mother Nature for the nation's future generation.

This event served to create greater awareness on environmental plight amongst Starbucks Malaysia partners. Also present at the Mega Tree Planting event was celebrity cum YAWA advocate, Aishah Sinclair, who joined the partners and volunteers to plant 100 fruit trees in the forest of Kota Damansara. The trees

were chosen to support sustainable growth as they would eventually be a source of food for the animals of the surrounding forest.

Long-time vendors of Starbucks and media representatives from print and television were part of the event too.

As one of the 20 CSR projects lined up, Starbucks Malaysia is well on its way to making a positive change for Mother Earth.

From left: YAWA representative, celebrity Aishah Sinclair, Starbucks partners and Sydney Quays at a tree planting event at Kota Damansara Forest Reserve.



20 Community Service Projects for the Global Month of Service

In conjunction with Starbucks Global Month of Service, a total of 20 different community service projects were hosted in Malaysia throughout the month of April 2011.

This is a meaningful opportunity for Malaysia partners and customers to be jointly involved in community service projects focused on making a positive impact to the environment, which had seen more than 500 partners, customers and government associates rolling up their sleeves for a good cause.

Starbucks Malaysia has teamed up with various non-profit organizations locally including the Children's Environmental Heritage Foundation, Forestry Department, National Landscape Department, National Zoo, Johor Zoo, Forest Research Institute Malaysia and local governments in organizing the 20 community service projects.



These projects includes tree planting, river cleaning, beach cleaning, community park clean up, zoo cleaning, seedling and potting plants and so on, which were carried out across the nation to address real needs in the local communities.

As part of Starbucks™ Shared Planet™ and Global Month of Service goals, Starbucks Malaysia has made a commitment to contribute more than 2,500 hours of community service in the month of April. The community service hours during this global month of service will also help to reach Starbucks' target of one million hours of community service per year by 2015.

1. Partners from Steven District carried out CSR activity at Kem Perah.
2. 1.Partners from Penang, led by District Manager, May Ng, took part in the beach clean-up.
3. 1.Store manager and partners of BB Plaza outlet cleaning together as a team.
4. 1.Hartini (right), Store Manager of Jaya One outlet and a store partner working hard during a clean-up activity.

Cycling towards a Green Future at the Setia Eco Cyclothon



1. Starbucks Contingent ready to go...
2. District Manager Wirdat Alias, Partner & Asset Protection Manager, Ryan Chin, Executive Director, Eric Khoo, Snr Operations Manager, Andy How, having a great time Cyclothon as early 6.30 am.

Let's cycle! Starbucks Malaysia and Starbucks Drive Thru Setia Alam lead by Wirdat, District Manager, participated in an early celebration of World Environment Day organized by property developer SP Setia. The Setia Eco Cyclothon was held at the Setia Alam Townpark where more than 500 nature lovers took part in this meaningful and exciting event.

The 20 partners from Starbucks Malaysia including Eric Khoo, Executive Director, Andy How, Senior Operations Manager, and support centre partners have an enjoyable 5 km cycling.

Starbucks also distributed freshly brewed coffee and mini muffin for breakfast on that day.

Earth Day with Starbucks Malaysia

In conjunction with the Earth Day, Starbucks Malaysia has organized a green project to show their support towards Mother Nature.

In collaboration with its Youth Action Grant, Children's Environmental Heritage Foundation, the green project which was called the 'Seedling Project' involved 50 partners from the Support Centre to learn about seedling and potting plants. From executive to management level, this project engaged all participants in outdoor activities while having a hands-on experience in contributing to the environment.

All partners gathered as early as 6.30am to get into the forest, to collect seeds and pot all the seeds collected before noon. This is to ensure that the seeds collected will have a longer shelf life as the survival rate is higher in the morning.



A total of 610 seeds were collected by all partners while 590 trees had been potted. All who played a part in the project had enjoyed themselves in the process and made this meaningful event a success.

1. SSC partners with rangers from the Forestry Department and helpers from the Children's Environmental Heritage Foundation.
2. Participants potting plants together.
3. SSC partners collecting soil to fill in the poly bag for potting.

Starbucks Joining in For "Walk-A-Payung"



In conjunction with World Lupus Day 2011, Starbucks Malaysia brought together a total of 17 partners to join a walkathon called "Walk-a-Payung", organized by Persatuan SLE Malaysia (PSLEM) to create awareness that Systemic Lupus Erythematosus (SLE) patients have to avoid the sun and to raise much-needed funds for the organization.



Partners gathered at Starbucks Amcorp Mall as early as 7am. The

walkathon was flagged off by Y.B. Datuk Rosnah bt Hj. Abd. Rashid Shirlin, Deputy Health Minister of Malaysia.

This event gathered a total of 1,500 participants who walked from Petaling Jaya Square and around the area for 3km before it ended back at the starting point with opened umbrellas.

PSLEM is a non-profit, charitable organization set up to provide social and psychological support to people suffering from Systemic Lupus Erythematosus (SLE), a life-long, life-threatening disease that occurs when the body's immune system turns against its own tissues for reasons that are still unknown. The majority of SLE patients are women of child-bearing age.

By joining this meaningful event as a team, Starbucks' partners showed their passion and interest towards contributing to the society by being part of this awareness exercise.

1. Partners walking with opened umbrellas in support of "Walk-A-Payung"
2. Starbucks' partners gathered at the flag off point lead by Intan Maria, Store Manager of Amcorp Mall.

Sports Toto Supports the 28th Kiwanis Treasure Hunt

"Tales of the Orient" was the theme for the 28th edition of the Kiwanis Treasure Hunt which was successfully held in Penang on 28 - 30 May 2011.

Known as the longest-running charity motor treasure hunt in the country, Sports Toto continued to support the hunt with a contribution of RM8,000. The contribution was handed over by Sports Toto communications manager, Ms. Emily Tan, to Senator Tan Sri Datuk Tee Hock Seng during its launching ceremony at the Kiwanis Down Syndrome Foundation (KDSF) National Centre in Petaling Jaya.

Kiwanis Treasure Hunt 2011 organizing chairman, Ms. Lee Siew Fang, proudly announced during the prize-giving dinner that the hunt managed to raise over RM300,000. She said a major portion of the proceeds would go towards supporting the operational expenses of KDSF while the rest would be meant for various other projects such as the Community Service Centre for the Deaf, National Council of Senior Citizens' Organisation Malaysia, Society for Persons with Learning Difficulties Dayspring and Blessed Peter Favre Refuge Convalescence Home. The annual Kiwanis Treasure Hunt was first held in 1984 and since then, the event had raised more than RM5mil for KDSF and other charity organizations.



Sports Toto communications manager, Ms. Emily Tan, received a token from the organizer, KDSF, as the co-sponsor of the treasure hunt.

DBKL – Sports Toto Paralympic Carnival

Following last year's success, Sports Toto showed its unwavering commitment to discharging its corporate responsibility by taking up the main sponsorship of the DBKL – Sports Toto Paralympic Carnival for the second consecutive year.

The 2-day carnival was jointly organized by Kuala Lumpur City Hall (DBKL) and Malaysian Paralympics Council.

More than 300 physically-challenged participants from around the country gathered at the Cheras Football Stadium, Institut Perguruan Kampus Ilmu Khas and Maktab Perguruan Teknik Ilmu Khas on 24 June 2011 for the preliminary rounds as they were vying for a place in the final held the following day.

Among the events organized this year were athletics, football, badminton, sitting volleyball, table tennis, chess and wheelchair tennis. The carnival was successfully carried out with the help from about 300 volunteers who mainly came from teachers' training colleges as well as volunteers from Sports Toto.

The closing and prize giving ceremony was attended by Y.B Senator Heng Seai Kie, Deputy Minister of Women, Family and Community Development.



Sports Toto supported the Paralympic Carnival 2011 by being its main sponsor.



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Mangrove Trees Planting For Environmental Conservation

1. Off to work in the Kuala Selangor Nature Park!
2. Sports Toto staff planting the mangrove saplings in the muddy riverbank.

On 19 April 2011, a group of 17 Sports Toto volunteers went to Kuala Selangor Nature Park (KSNP) for a fairly unique tree planting exercise – planting mangrove trees. They arrived at KSNP at around 10am, had a briefing on mangrove trees by a Malaysia Nature Society (MNS) representative.

It was a gruelling yet fun experience trekking through the muddy riverbank for about 3 hours before 100 mangrove saplings were finally planted.

Mangrove trees are proven for good carbon absorption and act as natural flood retention “sponge” to hold heavy rainfall, thus reducing the occurrence and severity of floodings. Mangrove trees help to hold sediments along riverbanks to safeguard coastline erosion and reduce pollution to coral reefs and marine life. Furthermore, mangrove trees provide breeding and nursery grounds for otters, leopard cats, silvered leaf-monkeys, macaques, birds, butterflies & other insects, reptiles, river dolphins, mudskippers, mud lobsters and many other species of crabs including King Crabs.

The 800-acre KSNP was set up by the Malaysian Nature Society and the Selangor state government in 1987. Sports Toto is very glad to have contributed a part to this environmental conservation effort.

To signify the launch of Sports Toto National Charity Convoy 2011, a convoy of 300 cyclists set off from Berjaya Times Square for a 30-KM fun ride around KL city area passing through key landmarks such as Dataran Merdeka and Central Market. They were on a mission to create public awareness for the charity campaign.

In conjunction with the launch, a public donation campaign was carried out for one and a half months whereby donation boxes were placed at all Sports Toto outlets nationwide between 1 April and 15 May 2011.

Sports Toto wishes to extend great appreciation to all of its customers and members of the public for supporting the campaign by way of contributions. 100% of the funds raised have been added on to the funds allocated by Sports Toto for 10 selected children's homes around the country, benefitting about 500 needy children.

Sports Toto National Charity Convoy volunteers embarked on a journey to reach out to the 10 children's homes from early June for a month. On top of the RM5,000 donation to each home, fun outings and parties were also organized for all the children.



Sports Toto National Charity Convoy 2011 Reaches Out To 500 Children Nationwide



Participants of Sports Toto National Charity Convoy 2011