



Berjaya Receives BRANDLAUREATE AWARDS

Tan Sri Dato' Seri Vincent Tan receiving the Entrepreneur of the Year Award from Y.B. Senator Dato' Sri Idris Jala, Minister in the Prime Minister's Office. Also present were Dr. KK Johan (left), CEO of The BrandLaureate and YM Raja Datuk Ropiaah Bt. Raja Abdullah, Secretary General of The BrandLaureate Board of Governors (right).

Tan Sri Dato' Seri Vincent Tan, Chairman/CEO of Berjaya Corporation Berhad was awarded The BrandLaureate "Entrepreneur of the Year 2009-2010" award at the BrandLaureate - Chapter Awards Gala Dinner held in Shangri-La Hotel, Kuala Lumpur on 26 March 2010.

The Entrepreneur of the Year Award was conferred upon Tan Sri Dato' Seri Vincent Tan in recognition of his foresight, determination, courage and business acumen in developing the many businesses under the Berjaya Group into brand leaders in their respective fields, making it one of the leading conglomerates in Malaysia with diverse interests locally and abroad. *(Continued on page 3)*



Singapore Technologies
Telemedia



Signing Ceremony between U Mobile Sdn Bhd & Singapore Technologies Telemedia



From (L-R): Mr. Lim Meng Seong, Board Director of ST Telemedia; Mr. Lee Theng Kiat, President & Chief Executive Officer of ST Telemedia; Tan Sri Dato' Seri Vincent Tan Chee Yioun, Chairman of U Mobile Sdn Bhd; Y.B. Dato' Seri Utama Dr. Rais Yatim, Malaysia's Minister of Information, Communication and Culture; Mr. Kenneth Chang, Executive Director of U Mobile Sdn. Bhd. and Dato' Ir Haji Rosman Ridzwan, Deputy Chairman of U Mobile Sdn. Bhd.

Singapore Technologies Telemedia Ltd Acquires 33% Stake In U Mobile

U Television Sdn Bhd (UTV), the major shareholder of U Mobile Sdn Bhd has concluded the deal with Singapore Technologies Telemedia Ltd (ST Telemedia) for the acquisition of a 33% stake in U Mobile. The signing ceremony was held on 15 March 2010 at Berjaya Times Square Hotel, Kuala Lumpur.

At the ceremony, the agreement was signed by Mr Lee Theng Kiat, President and Chief Executive Officer of ST Telemedia and Tan Sri Dato' Seri Vincent Tan Chee Yioun, Chairman of U Mobile Sdn Bhd. The signing was witnessed by Y.B. Dato' Seri Utama Dr. Rais Yatim, Malaysia's Minister of Information, Communication and Culture; Mr Lim Ming Seong, Board Director of ST Telemedia and Mr Kenneth Chang, Executive Director of U Mobile. *(Continued on page 2)*

CHAIRMAN'S MESSAGE

It is heartening to note that we have started the year 2010 on a positive note with many firsts and recognition of our achievements thus far.

7-Eleven and AmBank have once again decided to collaborate and on 18 March 2010 both parties signed a strategic co-operation agreement which will enable AmBank to provide financing to 7-Eleven franchisees nationwide. The first half of the year also saw, U Television, the major shareholder of U Mobile concluding a deal with Singapore Technologies Telemedia Ltd for the acquisition of a 33% stake in U Mobile. This partnership will allow U Mobile to benefit via a transfer of skills and technology which will pave the way for improved mobile service delivery and offer new broadband experience for U Mobile customers.

I am also pleased to announce that Berjaya Starbucks Coffee has yet again been awarded the BrandLaureate Award for Best Brand in Food and Beverage in the Premium Coffee category for 2009-2010. I am also greatly honoured and deeply humbled being conferred the Entrepreneur of the Year 2009-2010 award by the Asia Pacific Brands Foundation ("APBF"). I attribute this award to the excellent management and all our staff in the Group and the support of our shareholders and business associates, without whom we would not be where we are today.

Berjaya is extremely honoured to be part of His Royal Highness Crown Prince Haakon of Norway's itinerary during his first official visit to Malaysia. His Highness visited BERJAYA University College of Hospitality (BERJAYA UCH) during the Norwegian Salmon Challenge which was held in conjunction with the "Norwegian Salmon-Mega Tasty" campaign mooted by the Norwegian Seafood Export Council (NSEC) early this year.

In the last quarter, our clubs and Berjaya Times Square had been chosen as the preferred venues for national and international competitions including the KL Men & Ladies Amateur Open 2010, held at Bukit Jalil Golf & Country Resort, the WTA Malaysian Open

2010 held at Bukit Kiara Equestrian & Country Resort and the CIMB KL Open Squash Championships 2010 which were held at Berjaya Times Square. This is further acknowledgement of the standards and quality of the facilities offered at our recreational properties.

On the F&B front, we have been very active in introducing new items and exciting promotions for our customers and diners. During the first half of this year, Papa John's Pizza has already opened two new restaurants in Melaka and Cheras in February 2010 and March 2010 respectively.

We have also been more visible and proactive in going out and meeting our customers. Starbucks has been more visible and accessible with the introduction of its Chill Patrols offering favourite beverages on the go. Its first visit was to The Star and Media Prima to introduce the new addition to its beverage list. Krispy Kreme Doughnuts is currently conducting college campus visits to introduce its new Students Loyalty Card. In March 2010 they visited Taylor's College and Sunway University-College in Subang Jaya and Bandar Sunway respectively.

The Group has always been aware of and sympathetic towards the underprivileged and those in need. I am truly most proud of our contributions towards different causes including the different segments of society, education, animal welfare and the environment. From setting up a scholarship programme for deserving and needy students, our donations and contributions to the disabled, children, senior citizens, the underprivileged to tree planting throughout the city, reef clean-ups and volunteering time for other good causes. Our contributions, big or small, will always make a difference in the lives that we touch and the causes that we support, which I believe will be remembered by our future generation.



*Tan Sri Dato' Seri
Vincent Tan
Chee Yioun*

Performance of Companies for the 3rd Financial Quarter 2010 (Unaudited) For the Period Ended 31st January 2010

Company	Revenue 3 Months Ended 31st Jan 2010 (RM'000)	Profit Before Tax/(Loss) 3 Months Ended 31st Jan 2010 (RM'000)
Berjaya Corporation Berhad	1,660,417	(48,751)
Berjaya Land Berhad	993,959	79,654
Berjaya Sports Toto Berhad	850,759	139,259
Berjaya Assets Berhad	76,486	22,738
Berjaya Media Berhad	14,113	1,567

Singapore Technologies Telemedia Ltd. Acquires 33% Stake in U Mobile *(continued from page 1)*

This partnership allows U Mobile to benefit via a transfer of skills and technology which will pave the way for improved mobile service delivery and will also allow it to offer a totally new broadband experience for its customers.

Guests and dignitaries were also surprised by the "presence" of Y.A. Bhg. Tun Dr. Mahathir Mohamad, who witnessed the proceedings via video call from London.

Seated (From L-R): Mr. Lim Ming Seong, Board Director of ST Telemedia; Mr. Lee Theng Kiat, President & Chief Executive Officer of ST Telemedia; Tan Sri Dato' Seri Vincent Tan Chee Yioun, Chairman of U Mobile Sdn Bhd and Mr. Kenneth Chang, Executive Director of U Mobile Sdn Bhd.

(Standing from L-R): The signing ceremony was witnessed by Y.B. Dato' Seri Utama Dr. Rais Yatim, Malaysia's Minister of Information, Communication and Culture accompanied by Dato' Ir Haji Rosman Ridwan, Deputy Chairman of U Mobile Sdn Bhd





1. "The Brand Laureate Entrepreneur of the Year", Tan Sri Dato' Seri Vincent Tan with the Starbucks management team at the Awards night.
2. Y.B. Senator Dato' Sri Idris Jala, Minister in the Prime Minister's Office (left) presenting the Best Highlands Golf Course award to Mr. Valen Tan, Director of Berjaya Clubs. Looking on is Dr. KK Johan.

Berjaya Receives Brandlaureate Awards (continued from page 1)



Berjaya Group subsidiaries also received recognition that night with Starbucks Coffee Malaysia being awarded the Best Brands – Corporate Branding – Food and Beverage (Premium Coffee) 2009-2010 award, while Berjaya Hills Golf & Country Club received the Best Highlands Golf Course in Asia award.

The awards were presented by Y.B. Senator Dato' Sri Idris Jala, Minister in the Prime Minister's Office. The BrandLaureate Awards is organised annually by the Asia Pacific Brands Foundation ("APBF") to recognize brand excellence and to honour the best of brands from the multinationals, public-listed and government-linked companies that have shown best practices in branding. The winners of the awards were selected based on several criteria including brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

AmBank and 7-Eleven Ink Franchisee Financing Agreement

In a strategic tie-up for franchisee financing, AmBank (M) Berhad ("AmBank") signed a strategic co-operation agreement with 7-Eleven Malaysia Sdn Bhd ("7-Eleven") on 18 March 2010, enabling AmBank to provide financing to 7-Eleven franchisees nationwide.

The financing package is exclusively made available to potential 7-Eleven franchisees and is to assist eligible and qualified candidates to participate in the 7-Eleven franchise programme. The purpose of the loan is to part finance the franchise fee, payment for stocks and security deposits.

The financing package is flexible with four different plans with loan amounts ranging from RM100,000 to RM175,000 to suit different financing needs of the franchisee. There are no collaterals required and the interest rate is competitively priced. The application process is simple with minimal documentation required and minimal documentation cost.

To kick-start this initiative, AmBank has approved the franchisee financing to 30 franchised outlets located in Selangor, Kuala Lumpur, Pulau Pinang, Kedah, Negeri Sembilan, Johor and Terengganu.

In 2008, AmBank and 7-Eleven signed a strategic co-operation agreement whereby AmBank installed 400 Automated Teller Machines (ATMs) at 400 7-Eleven stores nationwide to offer greater convenience to AmBank's customers. To date, a total of 346 ATMs have been installed in 346 7-Eleven stores.



From L-R: Y. Bhg. Datuk Mohamed Azmi Mahmood, Managing Director, (Retail Banking) AmBank (M) Berhad, Y.Bhg. Tan Sri Azman Hashim, Chairman, AmBank Group, Tan Sri Dato' Seri Vincent Tan Chee Youn, Chairman, 7-Eleven Malaysia Sdn. Bhd. And Mr. Ng Su Onn, Executive Director, 7-Eleven Malaysia Sdn. Bhd.

Berjaya's Sanshui Bainikeng Sanitary Landfill Project

In July 2008, Berjaya Corporation Berhad ("BCorp") was awarded the "Foshan City Sanshui District Bainikeng Sanitary Landfill Project" under a "Build-Operate-Transfer" ("BOT") concept by the Construction Bureau of Sanshui District, Foshan City, Guangdong Province. In compliance with the Chinese Authorities' approval requirements and to facilitate project implementation, a locally incorporated subsidiary company, 100% wholly-owned by BCorp with the name of Berjaya Environmental Engineering (Foshan) Co. Ltd. was set-up on 14 January 2009. This local company was granted the rights to build, operate and maintain the landfill for a concession period of 28 years and thereafter transfer it back to the Sanshui Government at no extra cost.



Sanshui Sanitary Landfill.



Map of Foshan City (Artist Impression).

The total investment cost for the project was RMB 263.9 million and the initial paid-up capital for the project company was RMB 35.6 million.

The project site is located at the interception points of Dengbian village of Datang Town and Shangletang village of Lubao Town, which is about 33 km north of Sanshui District Xinan town and 60 km northwest of Foshan City. Foshan City is a city well known for its olden history and culture and is part of the Guangzhou-Foshan Economic Circle in Pearl River Delta.

The project area, totaling about 103

acres, is designed to accept and process an overall municipal solid waste tonnage capacity of 9.52 million within the 28 years of landfill lifespan. This landfill is expected to receive 400 metric tons of municipal solid waste daily at the initial stage of operation and progressively increase to 1,200 metric tons a day by the year 2025.

Construction of the landfill will be carried out in 6 phases inclusive of the landfill closure. Phase 1 cell construction works started in December 2009 and is expected to be ready for operation by November 2010.

Berjaya HVN Receives Government Recognition

Berjaya HVN ("BHVN") was recently recognized by the Government for being the highest contributor of B-Certificates in Malaysia and for the highest number of online B-Certification applications. The recognition was awarded by the Ministry of Home Affairs' Censorship Control and Enforcement Department in a ceremony held at the Ministry in Putrajaya on 28 January 2010. A B-Certificate is a certification sticker shown on all video products indicating that the product has been approved by the Ministry. Berjaya HVN was awarded after more than 1.4 million pieces of its video products received the B-Certification.

Mr Eddie Lau, BHVN's Sales and Marketing Director (right) receiving the award from Y. Bhg. Datuk Ahmad Fuad bin Ab. Aziz, Deputy Secretary General (Security), Ministry of Home Affairs.



The Harvest Centre Experience

On 25 March 2010, Berjaya Cares Foundation invited Rev. Elisha Satvinder, the founder of Harvest Centre, to share his experience and talk about the Centre, how it all started, where it is today and how it has transformed and impacted the lives of the children who have been through its doors. The inspiring and thought-provoking session was attended by the marketing and communications representatives from various companies within the Berjaya Corporation Group.

In addition to providing insight into how non-governmental organizations' (NGOs) work, Rev Elisha also provided useful information and inspiration for the participants on how they can further develop their respective company's CSR initiatives.

Harvest Centre is a non-profit organization providing and advocating quality education for underprivileged children. The Centre strongly believes that through quality education, children can become a catalyst of transformation, breaking the cycle of poverty and bring about lasting development in their own communities.



Rev.Elisha Satvinder sharing his experience and talking about the Harvest Centre.

Chinese New Year Joy for Senior Citizens of Siri Jayanti Metta Home



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Berjaya Cares Foundation started off the New Year by bringing some festive joy to the senior citizens of Siri Jayanti Metta Home on 21 January 2010. Set-up in 2004, the Home, located in Setapak, operates solely on public donations with 80% of the residents having no living family members while the remaining 20% have been abandoned by their children.

Caretakers of the Home also invited their Spiritual Advisor, the Chief High Priest of Malaysia, Ven. B. Sri Saranankara to bless the event. He was joined by 7 residents from Compassionate Home which is also under the purview of the same Spiritual Advisor.

In addition to a RM10,000 contribution to the Home, the Berjaya team also contributed essential items like food, household items and toiletries.

As a prelude to the festive season, the residents, caregivers and volunteers were served a sumptuous Kenny Rogers ROASTERS lunch and were presented with ang pows by Dato' Robin and Datin Hsien.

1. A group photo with Berjaya staff and the caregivers of Siri Jayanti Metta Home

2. Dato' Robin Tan and Ms Nerine Tan presenting a cheque to Bro. Tan Chee Eng (third from left), Home Director of Siri Jayanti Metta Home

3. Dato' Robin Tan receiving a token of appreciation from the Chief High Priest of Malaysia, Ven. B. Sri Saranankara

4. A Berjaya staff serving lunch to a resident of the Home

5. Dato' Robin mingling with the senior citizens

6. Datin Hsien presenting ang pows to the senior citizens

Ang Pows For Kuala Kubu Bharu Senior Citizens

Sports Toto and MIC Hulu Selangor carried out a charity drive for about 400 needy senior citizens in Kuala Kubu Bharu during the recent Chinese New Year.

The event was graced by MIC Deputy President Y.B. Senator Dato' G. Palanivel. Each senior citizen received an ang pow, a pack of rice and a mini hamper consisting of foodstuff and essential items. Sports Toto representatives led by Communications Manager, Ms. Emily Tan also attended the event.



Y.B. Senator Dato' G. Palanivel presenting ang pows to senior citizens in Kuala Kubu Bharu.

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 360 residents of the Centre.

The Sungai Buloh Settlement Council is a non-governmental organization taking care of the welfare and well-being of the Centre's residents.



Mr. Tan Che Siang of Sports Toto presenting the contributions to Mr. Leong Chee Kheng.

22nd Anniversary of Sports Toto's Chinese New Year Ang Pow Donation

2010 marked the 22nd anniversary of Sports Toto Chinese New Year Ang Pow Donation. This year's campaign was officially launched at the Kuala Lumpur & Selangor Chinese Assembly Hall on 28 January 2010 by the then Deputy Finance Minister, Y.B. Dato' Wira Chor Chee Heung. Berjaya Sports Toto Bhd CEO Dato' Robin Tan, Sports Toto Executive Director Mr. Vincent Seow and Sports Toto General Manager of Sales & Operations Ms Nerine Tan also attended the event. More than 2,500 needy old folks of all races, who came as early as 7.00 am received ang pows and mini hampers.

The donation campaign was held from 28 January to 5 February 2010 in 41 cities and towns nationwide including Ipoh, Alor Setar, Penang, Kuantan, Seremban, Malacca, Johor Bahru, Kuching and Kota Kinabalu. More than 15,000 needy old folks aged above 60 years old received aid during the campaign period.

In his welcome speech, Sports Toto Executive Director, Mr. Vincent Seow reaffirmed the Company's commitment to continue its Chinese New Year



1. From L-R: Dato' Robin Tan, Y.B. Dato' Wira Chor Chee Heung, Ms. Nerine Tan and Mr. Vincent Seow at the Sports Toto Chinese New Year Ang Pow Donation campaign launch.

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



contributions not only to the Chinese community but also to those in need from other races including the indigenous communities in East Malaysia, in line with the 1Malaysia spirit.

Sports Toto allocated RM750,000 for this year's campaign during which more than 500 of its staff and agents nationwide volunteered their time and efforts to ensure the success of the campaign.

The Launch of ROASTERS Scholarship Programme

As part of the KRR Community Chest Campaign, the first ever ROASTERS Scholarship Programme ("the Programme") was officially launched on 18 March 2010. A Signing of the Memorandum of Understanding was held between Executive Director of Berjaya ROASTERS (M) Sdn Bhd, Dato' Francis Lee and Chief Operating Officer of Berjaya University College of Hospitality, Ms Mae Ho at the launch. Valued at a total of RM100,000, the Programme is funded by Berjaya ROASTERS (M) Sdn Bhd ("BRoasters") to provide deserving and needy students with the benefits of financial aid and career progression with BRoasters upon completion of the Bachelor Degree in Hospitality Management (Honours) course.



Ms. Mae Ho (third from left), Dato' Francis Lee (second from right) and representatives from both parties at the signing ceremony.

Kenny Rogers ROASTERS Festive Cheer!

On 23 February 2010, more than 20 Kenny Rogers ROASTERS' Support Center staff brought smiles to the residents of Rumah Orang Tua Ampang in conjunction with the Chinese New Year. Residents were treated to Kenny's Quarter Meals and a "lou sang" session. They also received 'ang pows' from the "God of Prosperity".



Residents of the Home and KRR's Support Center staff.



Enjoying a sumptuous KRR meal.



'Ang pows' from the "God of Prosperity".

Bermaz Motor Visits Sunbeams Home

The children of Sunbeams Home, Cheras received a pleasant surprise when staff of Bermaz Motor visited them on 31 January 2010 in conjunction with the Chinese New Year.

The children enjoyed a sumptuous Papa John's Pizza lunch and



The children receiving 'ang pows'.



The children from Sunbeams with their 'ang pows' and goodie bags.

BERJAYA UCH Students Help Out at SPCA

30 students and staff of BERJAYA University College of Hospitality (BERJAYA UCH) opened their hearts to the animals housed at the Society for the Prevention of Cruelty to Animals (SPCA) shelter in Selangor on 4 March 2010 as part of BERJAYA UCH's Corporate Social Responsibility (CSR) project.



Students and staff of BERJAYA UCH at SPCA.

BERJAYA UCH is a strong advocate of learning by example and as such, the CSR projects planned throughout the year are aimed at instilling values, appreciation for the environment and care for society in general.

Spearheaded by Lam Hein Yew, a fourth semester student in the Bachelor of Hospitality Management (Honours) programme, the students were briefed upon arrival on the tasks at hand by Ms Chelvy Mageswaran, Manager of SPCA. Students were then divided into groups of 5 before proceeding with their duties which included cleaning the cages and kennels.

SPCA is an animal welfare organisation based in Ampang Jaya, providing a multitude of services which include a dedicated low-cost spaying/neuter clinic, humane education programme and animal inspectorate which investigates reports of neglect or abuse, just to name a few. Open daily from 9.00am to 4.00 pm, the haven aims to create awareness and empowerment by motivating people to stand up for improving the quality of animal welfare in their community.

Housing approximately four hundred helpless, abandoned dogs and cats in the shelter, SPCA hopes to encourage the community to be part of its adoption and financial assistance programmes.

Berjaya Clubs Bring Festive Cheer To The Underprivileged



Bukit Kiara Equestrian & Country Resort, Kelab Darul Ehsan and Bukit Jalil Golf & Country Club jointly organised a charity visit to Asrama Cahaya Rumah Wanita Cacat on 7 February 2010 in conjunction with the Chinese New Year celebration. Residents of the Home received ang pows and were treated to a sumptuous meal as well as some light entertainment while the Home received various essential items from Berjaya Clubs.

In a separate event, Staffield Country Resort's management team visited the Pusat Pemulihan Dalam Komuniti Mantin, a daycare centre for special children on 25 February 2010 to present funds collected from the Charity Orange Sale held at the club earlier.



1. Staffield Country Resort's management team with the children and caretakers of Pusat Pemulihan Dalam Komuniti Mantin.
2. Berjaya Clubs' staff serving food to the old folks at Asrama Cahaya Rumah Wanita Cacat.

Starbucks Gets Involved

Starbucks' partners, led by Vinesh, Store Manager of Starbucks Low Yat visited the Siddhartan Care Centre, Disabled and Orphanage Home in Petaling Jaya on 13 March 2010. 27 children and caretakers were served lunch and entertained with games and a story telling session.

Starbucks participated in the 3R Walkathon held in conjunction with the International Women's Day at Central Park, One Utama on 13 March 2010. The Starbucks' contingent, who included three Mercury Men, thirty partners and thirty Eco Ambassadors, was led by District Managers, Steven, Thinakaran and Khan.

On 16 March 2010, District Manager Benjamin and his team shared a great Starbucks experience with the less fortunate children of Angel Children's Home, Old Klang Road, Kuala Lumpur. The children and caretakers of the Home were entertained with games, lucky draws and a story telling session. They were also served with lunch which included a Starbucks Signature Iced Chocolate beverage and presented with goodie bags containing candies, stationery sets and Starbucks merchandise including a Bearista Bear, notebook and a Bearista Magnet.

In conjunction with the Johor Spastic Children's School Parent's Day, Starbucks partners led by Store Manager Syed Muizz from Starbucks Drive-Thru @ Setia Tropika, teachers and parents of students of the School jointly organised a Talent-time Day on 17 March 2010. Children showcased their dancing and singing talents as well as their ability to play musical instruments in a competition judged by District Manager Junidah and a few other Store Managers.

Starbucks sponsored hampers and tumblers for the participants and winners. The children were also surprised with a special treat that day – Starbucks Ipanema cakes!

On 20 February 2010, District Manager Thina and his team from Starbucks Berjaya Megamall, Starbucks East Coast Mall and Starbucks Mesra Mall organised a beach clean-up of Batu Hitam Beach in collaboration with the local town council, Starbucks' customers and villagers who live in areas nearby. Volunteers were rewarded with hot, freshly brewed House Blend coffee and mini pastries for breakfast by the beach.

1. Starbucks' partners with some of the children of the Siddhartan Care Centre.
2. "Alice in Wonderland" by Vinesh.
3. The Starbucks contingent at the 3R Walkathon.
4. Starbucks contingent getting ready for the Walk.
5. Students of the Johor Spastic Children's School and the Starbucks team.
6. The team at Batu Hitam Beach.
7. The team and children of the Angel Children's Home.



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KUB - Berjaya Enviro Supports The Down Syndrome Association

KUB-Berjaya Enviro donated RM50,000 to the Down Syndrome Association, Malaysia during a cheque presentation held on 20 March 2010. The contribution will go towards building a vocational training centre to enable youth who suffer from Down Syndrome to receive equal opportunities in education and welfare.

(L-R): En. Mohd Hafidz Mohd Salleh, General Manager of Finance, KUB-Berjaya Enviro presenting the mock cheque for RM50,000 to Y.Bhg. Puan Sri Datin Saidatul Akmar, Down Syndrome Association Advisor. The presentation was witnessed by Y.B. Senator Dato' Sri Shahrizat Jaail, Minister of Women, Family and Community Development.

SINGER, Educare Centre's 'Friend for Life'

Living up to its tagline 'SINGER Your Friend for Life', SINGER conducted a series of sewing classes for three single mothers from Educare Centre, Klang. From 12 January until 2 March 2010, Ms. Doreen and Cik Aida, representatives from SINGER's Sewing Marketing Department taught the ladies how to sew cushion covers, handmade teddy bears, mini comforters and other useful home crafts. It is hoped that their newly acquired skills will enable them to generate a better income for their families and that they will also, in turn, share their skills and knowledge with other single mothers.

SINGER also contributed three sewing machines to Educare Centre so that the single mothers will have the opportunity and means to learn and master the art of sewing.



1. Single mothers learning how to sew cushion covers.
2. Cik Aida teaching sewing skills to single mothers. The sewing machines donated by SINGER.

Tioman Island Reef Clean-Up Day

Berjaya Tioman Resort recently organized its first coral reef clean-up from 5 March until 7 March 2010 around Tioman Island in Johor. Supported by PADI Project AWARE, Dolphin Sport Adventure, R&D Scuba and Services and Scuba People, the clean-up saw more than 50 divers pledging to conserve and protect the coral reefs.

134 Crown of Thorns were successfully gathered during the 2-day event at three diving spots – Renggis Island, Chebeh Island and Malang Rocks, known for their breathtaking waters and underwater marine life.

Coral reef clean-ups have been organized annually for the past three years at Berjaya Redang Resort. This year BHR decided to extend this event to cover the waters of Tioman Island. Michael Tan, Hotel Manager of Berjaya Tioman Resort was quoted as saying that "Preserving coral reefs is a long-term effort that Berjaya Hotels & Resorts aims to sustain". He further added that "There are many divers in Berjaya Hotels & Resorts, hence, it is natural for us to be passionate about preserving marine life. Through our beach and reef cleanup events, we want to spread the awareness that protecting our underwater treasures is everybody's responsibility."

The Group will host two clean-up events every year, one at Berjaya Tioman Resort in March and the second one at Berjaya Redang Island in September.



1. The Berjaya Tioman Reef Clean-Up team.
2. Divers preparing for the underwater clean-up.



New products from Cosway



Bioglo Cherry Blossom

Key Features:

Natural Skin Whitening ● Soothing and Moisturising ● Pure and Delicately Scented ● Each set comprises a shower crème, a body scrub and a body lotion.

LelanVital 5 Colour Eyeshadow Compact

Key Features:

Superbly fine reflective pearl ● Excellent colour purity ● Velvety-soft, creamy texture for smooth application ● Long-wearing formula ● Available in 4 Attractive 5-Colour Eyeshadow Compacts ● Mesmerizing Mocha ● Platinum Glory ● Emerald Mystique ● Violet Splendour

Nn Effervescent Ester C® 1000mg

Key Features:

4 times more bio-available than regular effervescent Vitamin C ● Utilises Ester C® from the Ester C Company, USA-a patented, efficacy proven vitamin C that: gets absorbed into the bloodstream better and faster than other Vitamin Cs, stays in the body 2 times longer than regular Vitamin C, increases tissue/ white blood cell levels 4 times higher than regular Vitamin C

Korea King Smart Cooker

Cooks Faster than Conventional Cooking Pots

Features:

Bio-Ceramic Carbon Coating ● Hard Anodised Coating ● Easy to open & close, one-touch handle with thermosetting material ● Durable Nano Silver silicone gasket for optimum low-pressure retention & faster cooking ● See through, tempered glass lid with steam-release valves ensures optimal cooking conditions and allows easy monitoring.



HealthClub Roller Ball Massager

Key Features:

Easy Way to Soothe Tired Muscles Anytime, Anywhere! ● Provides soothing relief of pain and helps reduce cellulite in flabby areas ● 7 Roller Balls for a soothing massage ● Great for " guasa " massage

HealthClub Abdominal Exerciser

An Effortless Way to Trim Down & Tone Your Abs

Key Features:

3 sets of resistance springs – low (blue), middle (red) and high (black)

LelanVital Magical Makeover B.B Cream SPF42/PA+++

The Magical 8 Wonders:

Corrective Makeup Base ● Foundation ● Concealer ● All Day Moisture ● Anti-Wrinkle ● Whitening ● Optimal UV Protection ● Soothing and Anti-Inflammatory

Slurpee Nation

Slurpee has been a well known 7-Eleven propriety brand for decades now. Today, "The Coolest Drink on Earth" has its own website at www.slurpee.com.my a.k.a the Slurpee Nation that offers its members privileges such as discounts at Borders, free music CDs and exclusive Slurpee merchandise.

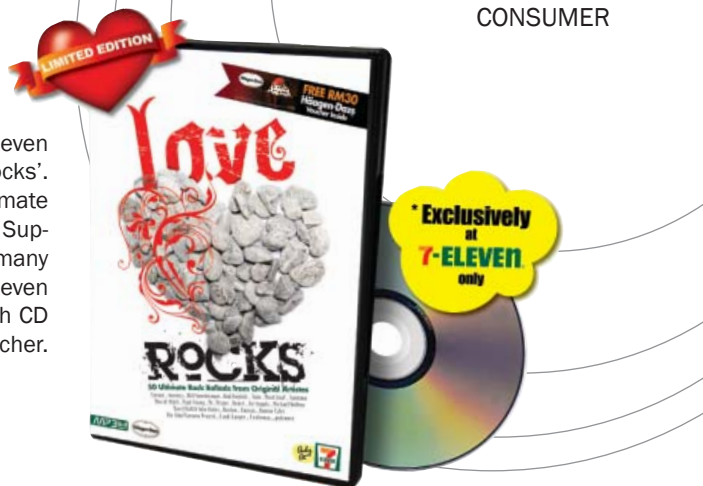
Recently, Slurpee Nation won its first award in the Outstanding Website category in the 2010 Internet Advertising Competition Award organized by The Web Marketing Association.



Come join the Slurpee Nation at www.slurpee.com.my !

Love Rocks Promotion

In conjunction with Valentine's Day this year, 7-Eleven rolled out its first ever MP3 CD titled 'Love Rocks'. This limited edition compilation, featuring 50 ultimate rock ballads from original artistes including Air Supply, Bad English, Toto and Paul Young amongst many others was sold for RM16.80 at selected 7-Eleven stores in the Klang Valley and Penang only. Each CD also comes with a FREE RM30 Haagen Dazs voucher.



Double Joy Contest

7-Eleven offered its customers a chance to win cash prizes in a Double Joy Chinese New Year and Valentine's Day celebration. 55 cash prizes and 7-Eleven gift certificates were up for grabs in the competition which was held from 25 January 2010 until 7 March 2010.

This list of competition winners is available on www.7eleven.com.my



7-Eleven Sends Slurpee Fan to Hawaii



From L-R: Mr. Tan U-Ming Tan (Director of 7-Eleven Malaysia), Ms. Teh Suet Ching (On Premise Manager of Pepsi), Mr. Ng Su Onn (Executive Director of 7-Eleven Malaysia), Mr. Chee Hin Kiat, Grand Prize Winner (Trip to Hawaii including traveling expenses), Mr. Subramaniam A/L Velayatham, 1st Prize Winner (Samsung 40" LED TV), Mr. Tan Hwe Leng, 2nd Prize Winner (13" MacBook Air) and Mr. Lim Keat Joo, 3rd Prize Winner (Nikon D90 Digital Camera)

It was an exciting day for Mr. Chee Hin Kiat from Ipoh who won the Grand Prize worth RM50,000 in 7-Eleven's "Catch the Wave with Slurpee to Hawaii" SMS contest. The prize giving ceremony was held at 7-Eleven Malaysia's office at Plaza Berjaya on 8 March 2010.

46-year-old Chee won a 7D/6N trip for 2 people to Hawaii and RM20,000 traveling expenses. The trip includes hotel accommodation in Waikiki Beach and various exciting tours to the Volcanoes National Park and the Atlantis Submarine adventure tour to 100ft under the sea. 10 other prizes were also given out during the ceremony including a LED TV and IT gadgets like a notebook, camera and mobile phones.

"Catch the Wave with Slurpee to Hawaii" SMS contest was held from 16 November 2009 to 31 December 2009. Participants were required to rank 7 surfboard designs from their most favorite to their least favorite, followed by naming a Slurpee flavor which comprised 3 types of fruits.

SINGER Sales Convention @ Berjaya Times Square

On 23 March 2010, 500 SINGER sales achievers from across Malaysia attended the annual SINGER Sales Convention held at Berjaya Times Square Hotel, Kuala Lumpur. The event was officiated by Tan Sri Dato' Seri Vincent Tan, Chairman/Chief Executive Officer of Berjaya Corporation Berhad ("B-Corp") and was attended by Mr. Rayvin Tan, Executive Director of B-Corp and Mr. Tan U Ming, Director of 7-Eleven (M) Sdn Bhd.

Among the highlights of the sales convention was an awards presentation to the achievers in recognition of their continuous support and dedicated service. An annual dinner was also held after the award presentation.

SINGER sales achievers at the SINGER Sales Convention 2010.



Shop and Save at **Borders**



From L-R: Gan Jiang Han, Royce Tan, Bernard, Chiu Keng Guan, Jack Lim and Vivian at the press conference during the launch

iN Publishers officially launched the “Woohoo! Believe / Possible” coffee table book at Borders, The Curve on 11 January 2010. The book was launched in conjunction with the release of Malaysia’s first locally made Chinese New Year movie – “Woohoo”, directed by Chiu Keng Guan. The book features on-set and behind the scene photos, the film dialogue and quotes as well as information on the cast members.

The movie’s main cast - Jack Lim, Yoke, Bernard, Royce Tan and Vivian were at the launch to share their experiences while shooting the movie, set in Berserah, Kuantan.



From L-R: Bernard, Royce Tan, Vivian, Sueann Tan, Iko In and Chiu Keng Guan (Movie Director) at Borders, The Curve

Promotions @ **Borders**

Lunar New Year Promotion at **Borders, The Curve**

In addition to its on-going in-store promotions, Borders at The Curve organized a special promotion in conjunction with the Lunar New Year in February. Customers who spent RM88 and above in a single receipt during the promotion period from 1 February until 28 February 2010 were rewarded with a RM8 Borders book voucher.



Shop and Save at **Borders**

From 3 January until 28 February 2010, Borders customers who spent above RM30 in a single receipt enjoyed 10% off their total bill at Starbucks, Kenny Rogers ROASTERS, Krispy Kreme and on any ala carte order at Wendy’s on the same day of purchase.

Customers of Starbucks, Kenny Rogers ROASTERS, Krispy Kreme and Wendy’s also got to enjoy a 10% discount on ALL full priced books at Borders with any purchase of RM30 in a single receipt from any of those food and beverage outlets.

Celebrating Women at **Borders**

Borders and Origins celebrated Women’s Day on 8 March 2010 with promotions for their customers from 5 March until 28 March 2010. Borders customers only needed to spend RM70 and above in a single receipt to receive a free skin consultation, 20-minute mini facial and 3-piece sample sachets at selected Origin outlets upon presentation of their Borders’ receipt.

Origins customers also enjoyed 5% off magazines and 15% off on books from selected categories at Borders with any purchase of RM150 and above at Origins.

Ladybird Contest at **Borders**

Borders and Penguin Books teamed up to organize a Ladybird contest during the month of February. Customers just needed to purchase any Ladybird mini hardback book, answer 2 questions correctly and submit the original receipt with the contest form to win one of 11 prizes including a limited edition Ladybird cushion.

From L-R: Grand Prize winner, Ms. Elaine Yee receiving her limited edition Ladybird cushion from Borders’ Assistant Store Manager, Ms. Afni

New F&B Items and Promotions

All-New Seafood Fiesta at KRR

Kenny Rogers ROASTERS introduced the all-new Seafood Fiesta promotion from 11 January to 28 February 2010. The promotion comprised the Seafood Paradise Pasta, Seafood Sensation Salad and Baked Seafood Rice which satisfied even the hardest-to-please seafood lover.

KRR Introduces Kenny's Flamin' Chicken

From 1 March to 25 April 2010, Kenny Rogers ROASTERS introduced its Flamin' Chicken, marinated in exotic spices and enveloped by a Spicy Flamin' Sauce made from red chilli peppers, vinegar and turmeric, creating a sunset yellow blend that has lighted up a fire against the palates of spicy food lovers.

Krispy Kreme's Doughnut Sandwich

On 24 March 2010, Krispy Kreme Doughnuts Malaysia launched the simply delicious-one and only doughnut sandwich called the Egg-stra Doughnut and combo breakfast meals. The Egg-stra Doughnut is served either with cheese, chicken strips, salami or turkey whilst the combo meals include either a cup of coffee or a cup of coffee and a glazed doughnut.

Sweet Celebrations at Krispy Kreme

Krispy Kreme introduced new doughnuts and beverages in February 2010 in conjunction with the Chinese New Year and Valentine's Day celebrations.

From 25 January until 28 February 2010, Krispy Kreme ushered in the year of the Tiger by introducing three new doughnuts in the shape of the symbolic number 8. A special beverage named 'Prosperity Blast' was created to further complement these new doughnuts.

Two new heart-shaped doughnuts - 'Chocolate Lover's Heart' and 'Love Me Tender Heart' were also introduced on Valentine's Day. These sweet treats were also completed by a fresh new beverage called 'Strawberry In Love'.

Wendy's® Pack is Back Again!

Due to the great response to its earlier pack promotions, Wendy's® reintroduced the Wendy's® Pack promotion for the third time from 4 January until 31 January 2010. The packs comprised 4 tasty value meal packs - Crispy Chicken, Wrap & Roll, Cheeseburger and Fried Chicken, priced from RM4.99 onwards.

Shrimp-ly Irresistible @ Wendys®

Wendy's introduced its Shrimp Supreme burgers from 1 February to 11 March 2010. The Single and Double Wendy's® Shrimp Supreme burgers were available either a la carte or as part of combo meals.

Say CHEESE... to Wendy's® Mushroom Melt

Wendy's® launched its all new Mushroom Melt burgers from 12 March - 29 April 2010. The delicious, mouth watering burgers were made with Wendy's® signature quarter pound, 100% square-shaped beef patty; premium sliced cheese and then topped off with a full scoop of creamy cheddar cheese sauce with real mushrooms.



Breakfast with Patrizio Buanne @ NTV7

On 19 March 2010, the Starbucks Centre Point team had the privilege of serving Latin superstar Patrizio Buanne his favorite low fat vanilla latte for breakfast at the NTV7 studio when he dropped by for an interview with the Breakfast Show. The crooner later autographed a Starbucks green apron.

1. Signing the Starbucks green apron.
2. Starbucks partners with Patrizio Buanne.

Media House Sampling @ The Star & Media Prima



Journalists and employees of The Star and Media Prima made a beeline for Starbucks' Chill Patrols on 10 February and 23 February 2010 respectively to enjoy free Honey Orange Lattes and Frappuccinos. Starbucks started the initiative as a way to introduce its new Starbucks on Wheels concept and to foster ties with members of the media.

- 2 & 3. Chill Patrol at The Star, Petaling Jaya.
- 1, 4 & 5. Chill Patrol at Media Prima, Bandar Utama.



“Starbucks Grounds for Your Garden”

On 4 March 2010, the Starbucks Bukit Indah and Starbucks The Zone teams conducted a “Starbucks Grounds for Your Garden” educational session with 138 students and 15 teachers of Sri Kamariah Elite School, Johor Bahru in support of the school’s “Me & My Garden Project”. At the end of the session, everyone was treated to a Starbucks Signature Hot Chocolate and Peanut Butter Sandwich Cookies.

- 1 & 2. Starbucks' partners assisting kids on planting and labeling their plant, which is part of their “Me & My Garden Project”.
3. Group Photo
4. Students with their own fertilizer pack for their plant.



Papa John's New Restaurants

Look out for the latest Papa John's outlets at AEON Bandaraya Melaka and AEON Mahkota Cheras, Kuala Lumpur, which were opened on 5 February and 28 April 2010 respectively.



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1. Papa John's, AEON Mahkota Cheras, Kuala Lumpur.
2. Papa John's, AEON Bandaraya Melaka.



Krispy Kreme Goes to College

Krispy Kreme ("KKD") conducted college campus visits in March 2010 to introduce the brand and distribute KKD's Students Loyalty Card. Its first campus visit was to Taylors College, Subang Jaya on 12 March 2010, followed by another visit to Sunway University-College, Bandar Sunway on 16 March 2010.



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1. At Sunway University College, Bandar Sunway.
2. At Taylors College, Subang Jaya.

Students Visit Krispy Kreme

One hundred students from Sekolah Menengah Batu Gajah, Tanah Merah, Kelantan visited Krispy Kreme recently during their tour of Kuala Lumpur. They were treated to a box-of-two consisting of an original glazed and an assorted doughnut as well as an iced tea beverage.

Students from Sekolah Menengah Batu Gajah, Tanah Merah, Kelantan experiencing the sweet delights of Krispy Kreme.



KRR Ushers in the New Year with RM500,000 ROASTERS Rewards Credit

Kenny Rogers ROASTERS ("KRR") ushered in the New Year in grand style by giving away RM500,000 worth of ROASTERS Rewards credit. Diners were entitled to a ROASTERS Reward Card with every RM60 spent in one receipt at any KRR restaurant. All they had to do was scratch the gold bar image on the card to reveal the prized credit amount of up to RM 1,000 ROASTERS Rewards credit at any one time! ROASTERS Rewards credits are redeemable the next time diners purchase any KRR meals at any KRR restaurant nationwide, order for take away, delivery and even catering.

Hakimas Binti Mohd Hanafi (standing 3rd from left) received RM1,000 ROASTERS Reward Card.

KRR's Annual Dinner & Dance 2010

KRR held its Annual Dinner & Dance 2010, themed "Superstarz Night" at Kelab Darul Ehsan, Ampang Jaya on 28 January 2010. It was indeed an entertaining celebration which included a dance competition and lucky draw as part of the night's festivities.



Superstarz Grand Draw Winner.



Winner of the Dance Challenge.

RED – ROASTERS Eating Day

Kenny Rogers ROASTERS ("KRR") restaurants nationwide were swarmed with people in red on 13 January 2010 for the RED – ROASTERS Eating Day celebration. In conjunction with the celebration, KRR gave out a complimentary Kenny's Quarter Meal with any purchase of a Kenny's Quarter Meal to diners who came in with anything red on them. Diners were seen in bright red lipstick, red caps, red shirt, red shoes and even red pants!



The queue for the RED – ROASTERS Eating Day celebration.



KRR Subang Parade team members clad in red.

Country Farm's Organic S.R.I. Rice



S.R.I. - System of Rice Intensification is a revolutionary rice cultivation method that creates **A Healthier Planet** – for you and the environment!

The S.R.I. organic method capitalizes on the proper management of natural inputs with the principal aim of producing more, with less input. Via the S.R.I.'s approach, seedlings are transplanted singly rather than in a bunch onto unflooded fields. This maximizes the root growth and the absorption of nutrients. At the same time, unflooded fields maintain biological balance of soil which results in fertile soil systems hence efficiently regulating healthier plant growth. It benefits the farmers and consumers by increasing the productivity and quality of rice, generating a well-balanced ecosystem for us and our future generations!

Major Differences between SRI Organic Moist Rice Fields and Flooded Rice Fields

SRI Organic Moist Rice Fields	Flooded Rice Fields
Saves 40-50% water	Uses large amount of water
Improves soil biodiversity & plant health	Threatens the survival of soil organisms
Reduces global warming with less methane	Produces large amount of methane gas
Increases harvest yield by up to 78%	Unhealthy soil lowers rice production

Support your rice grower!

Country Farm Organics S.R.I. Rice is grown by small-scale family farmers of Simpatik Cooperative, who work hard to give you the best quality of rice possible. Our Fair Trade Certification ensures that farmers of the Cooperative receive fair prices and a portion of the sales will go towards improving their communities.



'The World' Visits Berjaya Tioman Resort

Residents of the luxury residential ocean liner – The World enjoyed the pristine sandy beaches of Tioman Island during their stay at Berjaya Tioman Resort ("BTR"), Pulau Tioman, Pahang from 19 February until 21 February 2010. They were kept busy with recreational activities like golf, water sports, snorkeling and even experienced the decadence of the Resort's spa. On the last day of their stay, a friendly soccer match was held between The World's management team and BTR's soccer team which resulted in a draw.

The BTR and The World's soccer teams.



Tea with Owen Yap

Local celebrity Owen Yap was introduced to the art of tea making at the Japanese Tea House, Berjaya Hills. The anchorman experienced an array of customary procedures and techniques of tea making during the ceremony which left him in awe of the intricacy of the entire process.

Owen at the beginning of the tea ceremony.



Berjaya Tioman Cup

In conjunction with the World Cup 2010, Berjaya Tioman Resort (BTR) organised a football competition- the 'Berjaya Tioman Cup' on 23 and 24 January 2010. Aimed at fostering closer relationships with the local community, the football competition saw 14 teams including 4 teams from BTR vying for the top spot.

Berjaya Tioman Cup Champions – Paya FC.



La Billard at Colmar Tropicale

La Billard is now open at Colmar Tropicale, Berjaya Hills. Equipped with a pool table and an extensive bar for the thirsty traveler, the outlet also offers a tantalizing selection of appetizers and snacks for late night indulgences.



Bukit Jalil Golf & Country Resort Hosts KL Men & Ladies Amateur Open 2010

For the third consecutive year, Berjaya Sompso was the title sponsor for the KL Men & Ladies Amateur Open which was officially hosted by Bukit Jalil Golf & Country Resort. For the first time in its history, the organizers included a three-round competition for women this year. Top amateur players from the Asia Pacific region participated in this tournament, which is sanctioned by The Malaysian Golf Association. The men's title went to Kenneth de Silva while Ainil Johani Abu Bakar bagged the women's title after a dramatic sudden death play-off.

From (L-R): Thein Chin Fatt, Head of Berjaya Clubs, Nelson Low -Liaison Committee member, Steven Tan – Senior General Manager of Berjaya Sompso, Ladies' Champion – Ainil Johani Abu Bakar, Men's Champion- Kenneth De Silva, Byran Perera – Honorary Treasurer, Hew Tian Soong – Acting Club Manager of Bukit Jalil Golf & Country Resort, Wong Tui Wan- Liaison Committee member.



WTA Malaysian Open 2010 at Bukit Kiara Equestrian & Country Resort

The inaugural WTA Malaysian Open 2010 tennis tournament was held at Bukit Kiara Equestrian and Country Resort from 22 to 28 February 2010. The tournament, an official Sony Ericsson WTA Tour sanctioned tournament, saw the participation of players from all over the world including China, Russia, Japan, Thailand and Germany. Alisa Kleybanova won the WTA title beating top-seeded Elena Dementieva in an all-Russian final.

WTA Malaysian Open 2010 Champion, Alisa Kleybanova receiving her trophy from Minister of Youth and Sports, Y.B. Dato' Ahmad Shabery Cheek.

Norwegian Royalty Visits Berjaya UCH

Excitement filled the air when His Royal Highness Crown Prince Haakon of Norway visited BERJAYA University College of Hospitality (BERJAYA UCH) on 9 March 2010. The visit was part of the Crown Prince's first official visit to Malaysia and in conjunction with the "Norwegian Salmon – Mega Tasty" campaign mooted by the Norwegian Seafood Export Council (NSEC) early this year.

The Norwegian Salmon Challenge held at BERJAYA UCH was the culmination of a series of cooking competitions and demonstrations organised during the campaign to create and spread awareness of Norwegian Salmon amongst culinary students and enthusiasts as well as to educate them on the proper handling, adaptability and versatility of the Norwegian Salmon as a key ingredient in any dish.

The competition witnessed 3 teams from the BERJAYA University College of Hospitality and TAYLOR'S University College, School of Hospitality, Tourism & Culinary Arts vying for the top spot.

Michelle Tan and Tatiana Tanusha of the Blur Culinarian Team from the BERJAYA UCH's School of Culinary Arts mesmerised the judges with their signature dishes – the Duo of Norwegian Salmon with Turmeric Sauce (appetizer) & the Pan-seared Norwegian Salmon on Bergedel with Sambal Sauce and Braised Cabbage (main dish).

They walked away with a 3D/2N tour package to Shanghai.

After deliberating for more than 20 minutes on presentations from BERJAYA UCH and TAYLOR'S University College, the judges unanimously voted BERJAYA UCH as overall champions.



His Royal Highness Crown Prince Haakon of Norway exchanging a few words with one of the students.

Berjaya University College of Hospitality Signs with Liverpool John Moores University

The BERJAYA University College of Hospitality (BERJAYA UCH) recently added another feather to its cap, by teaming up with Liverpool John Moores University (Liverpool JMU), United Kingdom as part of its ongoing mission to train and promote excellence in the hospitality industry internationally.

The Memorandum of Understanding (MoU) was signed by Y. Bhg. Tan Sri Prof Emeritus Dato' Dr Abu Hassan Othman, Vice Chancellor of BERJAYA University College of Hospitality, and Professor Michael Brown, CBE, Vice Chancellor of Liverpool John Moores University at a ceremony held on 25 February 2010 at BERJAYA UCH's campus.

The MoU with LJMU establishes a framework for collaboration mainly by encompassing the following major areas of co-operation:

- student articulation
- exchange of students;
- exchange of faculty and faculty development;
- development of joint research projects;
- development of joint executive education programmes; and
- development of academic projects that both institutions may agree to.

This arrangement will also see both local and international students at BERJAYA UCH benefiting in terms of discovering and understanding cultures from around the world as it is a critical component of

the hospitality, tourism and service management industries.

Ms Mae Ho, Chief Operating Officer of BERJAYA UCH was quoted as saying that BERJAYA UCH strongly encourages work placement for its graduates in BERJAYA's many resorts, hotels and residences globally as well as at its various family recreational clubs and food retail outlets such as Starbucks, Kenny Rogers ROASTERS Restaurants, Krispy Kreme, Wendy's, 7-Eleven and Papa John's Pizza. BERJAYA UCH believes in providing its students with quality education that will allow its graduates to perform well in their future careers, as such, priority is given to its own students for employment opportunities within the Group upon their graduation.



Two education giants- Berjaya University College of Hospitality and Liverpool John Moores University.

International Airtime Transfer for U Prepaid Subscribers

U Mobile Sdn Bhd launched a new service called "International Airtime Transfer" for its U Prepaid Subscribers on 12 March 2010. With this new service, U Prepaid subscribers are now able to transfer local prepaid credits to overseas prepaid mobile accounts in the foreign currency.

This service supports transfer of RM4, RM6, RM11, RM13 and RM25 prepaid credits and can be sent to selected countries and mobile operators only. The selected countries include Bangladesh, India, Indonesia, Vietnam, Philippines, China, Pakistan and Sri Lanka.

For more information kindly login to our website at www.u.com.my or call our Contact Centre at +6018.388.1318.





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The 2009 theSun Motor Hunt got off to a honking good start on 8 November 2009 with about 1,200 participants in 292 teams flagged off from the Sime Darby Convention Centre, Mont Kiara.

Prizes up for grabs included RM200,000 worth of Samsung products. With so much at stake, it was a hunt against time as participants had to solve 36 cryptic clues and purchase four "treasures" within a six-hour deadline. Clerk-of-course Dominic Roache of Time Out Solutions Sdn Bhd said the questions this year were tougher to solve but the effort was worthy of the prizes. He said the biggest challenge for theSun Hunt was managing the volume of participating cars to ensure they did not choke the roads while decoding clues.

"We decided to spread out the sectors involved so that participants could choose the sectors they want to solve first," he said.

The teams had to drive across four areas in the Klang Valley – Kota Damansara, Damansara Uptown, Sunway Mentari and Puchong – to find answers to clues and discover the treasures. One of the treasures doubled as a charity effort as participants had to purchase a calendar from Bethany Home, Teluk Intan when they collected their lunches provided by NKVE and Litrak McDonald's outlets. Proceeds from the sales of the calendar will be channeled to the home. The winning teams in both the Masters and Open categories received their prizes at a prize-giving ceremony in Sime Darby Convention Centre that same night.

The main sponsor of the hunt was Great Eastern Life Assurance, with Samsung as prize sponsor while venue sponsor was Sime Darby Convention Centre. HSBC, McDonald's, Sports Toto, Kao Men's Biore and Northport were major sponsors, and Petronas Primax 95 was the fuel sponsor. Other co-sponsors and partners included Mix.fm, clerk-of-course Time Out Solutions, Milo, Nescafe, Dentyne, Clorets, Ambipur Car Perfume, Kenny Rogers Roasters, Bata, Malaysia Airports, Sunway City Bhd and Berjaya Air.

BIGGER, BETTER MOTORHUNT

WINNERS' LIST

OPEN CATEGORY

FIRST PRIZE

Team: Lanun Inc

Members: Prasath Ramasamy, Tan Cheng Peng, Ho Kin Soon, Rajesh Awat Ram

SECOND PRIZE

Team: Lomak Cili Api

Members: Salehuddin Yusof, Mazri Muda, Asri Mohd ali, Sharifah Nur Syed Ali

THIRD PRIZE

Team: Fun Hunters

Members: Lee Kong Hor, Vincent Tan Poh Chye, Soo Mei Ling, Bonita Yong Oi Lin

MASTERS CATEGORY

FIRST PRIZE

Team: Paradigm Runners

Members: Jayaram Menon, Chin Kar Peng, Liong Chian Min, Sam Rahman

SECOND PRIZE

Team: Hunters R Us

Members: Chai Kok Khai, Choong Voon Kiat, Margaret Sha, Florence Teng

THIRD PRIZE

Team: 2 Sneakies + 2 Innocents

Members: Goh Teck Goon, Wong Chian Chuen, Claire Chin Siow Lyn, Gioh Teck Koon, Julie Tan Hui Siang



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1. Open Category winners fun hunters, Lanun Inc and Lomak Cili Api with Great Eastern Life Assurance CEO Koh Yaw Hui (third from left), theSun managing director Chan Kien Sing (fourth from left) and Samsung Malaysia marketing director Jimmy Tan (fifth from right).

2. Participants during the prize-giving ceremony at Sime Darby Convention Centre on Sunday.

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Christmas Crossword Contest @ BTS

51 winners of the Christmas Crossword Contest received their prizes in a presentation ceremony held at Berjaya Times Square on 14 January 2010.

The contest was one of the highlights of the mall's year-end festive celebration, filled with activities and promotions which started from 28 November to 27 December 2009.

During the promotion period, shoppers who spent a minimum amount of RM400 in a single or accumulated receipts of two were eligible to take part in the word puzzle contest and stood a chance to win prizes sponsored by Berjaya Hotels & Resorts, Acer, Samsung, AmBank, Natural Health Farm, Etude House, Subway, Sweet Chat, The Chicken Rice Shop, S&J Gifts, Beverly Hills Bodyline, Polo Haus, Michael & Guys, Bella Luna, White Smile Orthodontic Dental, Neway Karaoke Box, Poney, Bossin Hair Care and Chocolate Graphics.

The 1st prize winner, Ms. Che Ku Suziana bte Che Ku Ali walked away with a 3D/2N All-Inclusive stay at Berjaya Langkawi Resort worth RM2,360 sponsored by Berjaya Hotels & Resorts.

Mr. Tan Mun Choy, Chairman of Berjaya Times Square Joint Management Body also gave out presents and a mock cheque amounting RM3,090 collected from various Christmas activities to the representatives of House of Joy, a non-profit charity organization which provides shelter, care and train-



ing to orphans, children and teenagers.

Shoppers were also encouraged to generously donate presents to the Donation Well located at Lower Ground Concourse. At the end of the promotion period, 100 items which consisted of teddy bears, brand new shoes, toys, stationery, accessories and books were collected from the Well.

1. Lucky Winner: First prize winner of the Christmas Crossword Contest, Ms. Che Ku Suziana bte Che Ku Ali receiving her prize from Mr. Tan Mun Choy.
2. All for a Good Cause: Mr. Tan Mun Choy (2nd from left) presents donation collected from well-wishers to Ms. Leslie Ma and young children from House of Joy flanked by Mr. Jordan Chung, AmBank Branch Manager (in red tie) and Mr. Tan Boon Leong, Manager of Marketing & Promotions Berjaya Times Square Joint Management Body.

Memories of Glitz and Glamour at BTS



Berjaya Times Square hosted exciting events during its 'Memories of Glitz and Glamour' celebration in conjunction with the Chinese New Year. Throughout the celebration, held from 16 January to 28 February 2010, shoppers were entertained with performances which included Shanghai Broadway, Oldies Night, 24 Drums Performance, Night of Shanghai, Jazz Band, Traditional and Acrobatic Lion Dance as well as the appearance of the 8 Immortals and the God of Prosperity.

Berjaya Times Square also gave away limited edition ang pow packets and lucky gifts to shoppers who spent a minimum of RM138 in a single receipt.



1. The legendary diva performing melodious evergreen tunes.
2. Berjaya Times Square's God of Prosperity ushering the new year with auspicious blessings.

Largest Nikon Centre Now Open in BTS

Nikon launched the largest Nikon Centre in Malaysia on 8 January 2010. The first one-stop venue for Nikon camera enthusiasts is located on the Ground Floor of Berjaya Times Square and stocks the full range and latest models of Nikon COOLPIX, digital single lens reflex cameras, flashes, NIKKOR lenses, sport optic, accessories and the latest Capture NX software. During the launch period from 8 January until 10 January 2010, Nikon also organized talks, seminars and workshops for both professional and photography enthusiasts who wanted to learn more about cameras and photography.

At the official launch of the Nikon Centre in Berjaya Times Square on 8 January 2010. From (L-R): Mr ST Hon, Nikon Sales Manager, Mr Masanobu Tsunoda, Nikon Managing Director, Mr Francis Lai, Mr Nobuyoshi Gokyu, Mr Stephen Ng, Nikon General Manager and Mr David Ng, Nikon Sales Manager.



CIMB KL Open Squash Championships 2010



For the fifth consecutive year, Berjaya Times Square once again hosted the CIMB KL Open Squash Championships 2010 which was held from 18 till 20 March 2010. Ramy Ashour from Egypt defeated compatriot Karim Darwish in straight sets to win the Men's event. Malaysia's own World Number 1, Y.Bhg. Datuk Nicol David captured her 6th KL Open title with straight sets victory over Egyptian, Omneya Abdel Kawy.

1. The Women's final played in front of a packed crowd.
2. The champions, Y.Bhg. Datuk Nicol David of Malaysia and Ramy Ashour of Egypt with their trophies and mock cheques.



Viva Le Sport at Berjaya Times Square

Berjaya Times square organized 'Viva Le Sport' on 28 March 2010 in conjunction with its Sports & Health Promotion. Over 40 teams of two participants competed in the sports-themed treasure hunt to win prizes from Adidas, Nike and Puma.

Participants went from outlet to outlet searching for clues and deciphering hidden treasures which were placed at over 40 participating outlets. They even had to complete physical tasks before proceeding to their next checkpoint.



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First prize winners were Ong Hoong Chun and Ng Tiong Lim who won RM1,500 worth of gift vouchers from Adidas and Nike. Second place winners, Lenny Wan Hock Aun and Ruben Enbasegaram walked away with RM1,000 worth of gift vouchers from Adidas and Puma whilst third prize winners, Ng Chor Hao and Yap Khang How won RM700 worth of gift vouchers from Adidas and Nike.

1. Azri Zulfadli, Senior Executive of Berjaya Times Square Joint Management Body presenting the prizes.
2. Participants receiving the clues after registering for the Sporting Hunt.



VIPs Visit Bukit Tagar Landfill

On 25 February 2010, the new Director General of the Ministry of Housing and Local Government, Y. Bhg. Dato' Ahmad Bin Haji Kabit visited the Bukit Tagar Landfill. During the working visit, he was accompanied by other senior government officials.

Seated (L-R): Y.Bhg. Dato' Nadzri Yahaya, Y. Bhg. Dato' Ahmad Bin Haji Kabit and Y.Bhg. Dato' Kamilla Ibrahim
 Standing: Dato' Azlan Meah with representatives from KUB-Berjaya Enviro and senior government officials.

204km KL - Maran Marathon 2010



Mr. Voon Ah See and Pn. Sherifah Hanom (3rd and 4th from the right) at the presentation ceremony.

Sports Toto sponsored the 204 kilometer Kuala Lumpur - Maran Marathon for the 19th consecutive year.

This year, Sports Toto contributed 500 T-shirts, 100 caps and 400 non-woven bags for the event. The goodies were presented to the Event Chairperson, Y.Bhg. Datin Seri Indrani, on 25 April 2010 at Batu Caves.

Sports Toto was represented by Communications Assistant Managers Pn. Sherifah Hanom and Mr. Voon Ah See.

Organized by Tamil Nesan, the marathon was not only a test of endurance and perseverance but one of physical strength as well. Participants ran, jogged and brisk-walked to cover the distance of 204 kilometers in 3 days with a few stops for meals and rest.

SUPREME ^{TOTO} 6/58
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RM 8,888,888

PRIZE GROUP	PAYOUT (per RM2 bet)	WINNINGS
*Jackpot	RM8,888,888	●●●●● (5 matching numbers)
2nd	RM6,888	●●●●● (5 matching numbers)
3rd	RM500	●●●●● (4 matching numbers)
4th	RM50	●●●●● (3 matching numbers)

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- Food Deposit Monthly Interest RM18,888
- National Car 188 Units
- Luxurious Condominium 28 Units

PRIZE GROUP	PAYOUT (per RM2 bet)	WINNINGS
*Jackpot	RM8,888,888	●●●●● (6 matching numbers)
2nd	RM6,888	●●●●● (5 matching numbers)
3rd	RM500	●●●●● (4 matching numbers)
4th	RM50	●●●●● (3 matching numbers)

SPORTS TOTO
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 www.sportstoto.com.my

Supreme Toto 6/58

On 18 March 2010, Sports Toto launched the **Supreme Toto 6/58**, the latest lotto game in the country with a guaranteed minimum upfront jackpot of **RM8,888,888!**

Supreme Toto 6/58 replaced the Super Toto 6/49 and is based on a RM2 minimum per bet. The first draw for **Supreme Toto 6/58** was held on Saturday, 20 March 2010.

With the introduction of **Supreme Toto 6/58**, there are now 3 jackpot games up for grabs - Supreme Toto 6/58, Power Toto 6/55 and Mega Toto 6/52 with no maximum payout limit for all the lotto games offered by Sports Toto.

2009 Outstanding Performance Awards

Sports Toto recognized the achievements of 6 agents, an Area Sales Executive (ASE) and an Area Sales Officer (ASO) who were all recently awarded the 2009 Outstanding Performance Awards. The awards were designed to recognize committed Toto agents and staff in their respective areas.

Agents are rated in terms of their effort to promote sales and maintain quality customer service, good image and efficient management of their respective outlets. ASEs and ASOs are rated in terms of their contributions towards the betterment of Sports Toto by way of effective sales operations in their respective districts.

Each award-winning agent received a cash prize of RM3,000 while their full-time CSAs received RM300 cash each. The two award-winning ASE/ASOs received a cash prize of RM5,000 each.

The award winners:

Agent category:

1. Tan Sook Fen (Sg. Long Cheras, Kuala Lumpur)
2. Eng Yok Fong (Pusat Bandar Puchong, Selangor)
3. Soo Yoke Yew (Jln Cemur Kuala Lumpur)
4. Loke Kai Cheng (Batu Pahat, Johor)
5. Low Lai Hoong (Kuantan, Pahang)
6. Yong Chiu Tong (Kota Kinabalu, Sabah)

ASE/ASO category:

1. Anthony Tan (ASO Batu Pahat, Johor)
2. Ahmad Zambri (ASE Penang)



1



2



3



4



5



6



7



8

1. Sg Long Cheras, KL
 2. Pusat Bandar Puchong, KL

3. Jln Cemur, KL
 4. Batu Pahat

5. Kuantan
 6. Kota Kinabalu

7. ASE Penang
 8. ASO Batu Pahat