



The Official Launch of the Mazda2 and Official Opening of the Prima Merdu Showroom, Puchong

5 June 2010 marked the official launch of the new Mazda2 and the official opening of the Prima Merdu 3S facility located in Puchong, Selangor. Prima Merdu is the latest addition to the Mazda family of dealers. There are currently 40 Mazda dealers and branches throughout the country. *(Continued on page 2)*

From L-R: Yuji Nakamine – Managing Executive Officer & General Manager, Overseas Sales Division, Mazda Motor Corporation, Japan, YAM Tengku Azman, Kazuhiko Hayashi – General Manager, APSD/OSD, Mazda Motor Corporation, Japan, Dato' Francis Lee – Executive Director, Bermaz Motor, Dato' Amer Hamzah – Executive Director, Prima Merdu, KDYTM Tengku Mahkota Pahang Tengku Abdullah and Dato' Ben Yeoh – Managing Director, Bermaz Motor.



Dato' Azlan Meah, Executive Director of Berjaya Corporation (3rd from left), Dato' Francis Lee, Executive Director of Bermaz Motor (4th from right) and Dato' Amer Hamzah, Executive Director of Prima Merdu (2nd from right) at the unveiling of the Mazda8 in Kuala Lumpur.

Unveiling the Mazda8

It was a grand and glittering affair when the new Mazda8 made its first public appearance at Mid Valley Megamall, Kuala Lumpur on 8 July 2010.

Directors of Bermaz/Prima Merdu, representatives of Mazda dealers, members of the media and special guests were present at the unveiling of the Mazda8. The event was also witnessed by a huge crowd at the venue.

The Mazda8 is an all-new luxury 8-seater multi-purpose vehicle (MPV) and its arrival in Malaysia adds to the unprecedented fleet of Mazda vehicles which include sporty compact sedans and hatchbacks, performance saloons of varying budgets as well as roadsters, crossover SUVs and even twin-cab 4 x 4 pickup trucks - each imbued with the "Zoom-Zoom" spirit.

CHAIRMAN'S MESSAGE

2010 was indeed another eventful and successful year for the Group both locally and abroad.

5 June 2010 marked the official launch of the new Mazda2. The third generation Mazda2 has won 51 awards from all over the world, including numerous Car of the Year awards from leading publications and associations, as well as the prestigious World Car of the Year 2008 title.

Available in both sedan and hatchback versions, the new Mazda2 is Mazda's answer to the Honda City and Toyota Vios. The Mazda2 was also awarded the maximum 5-Star EuroNCAP (The European New Car Assessment Programme) rating in 2007, giving it a place amongst the safest cars in the world.

The all-new luxury 8-seater Mazda8 multi-purpose vehicle (MPV) made its first public appearance in Kuala Lumpur on 8 July 2010. Its arrival in Malaysia adds to the unprecedented fleet of Mazda vehicles which include sporty compact sedans and hatchbacks, performance saloons of varying budgets, as well as roadsters, crossover SUVs and even twin-cab 4 x 4 pickup trucks.

I am also proud to announce that on 20 October 2010, Berjaya Corporation Berhad was granted a manufacturing plant licence by the Ministry of International Trade and Industry Malaysia for the assembly of commercial vehicles, hybrid cars, electric cars and luxury passenger vehicles in Malaysia.

The licence will provide us the opportunity to assemble commercial and passenger vehicles locally, giving us more flexibility and control in terms of quality and pricing of our vehicles. It will also be a good opportunity for the company to promote green technology through the development of hybrid and electric vehicles, in line with our plans to expand our market share and develop a more global presence.

In the food and beverage sector, Roasters Asia Pacific (Cayman) Ltd. celebrated another significant milestone with its most recent foray into Bangladesh. The signing ceremony between Roasters Asia Pacific (Cayman) Ltd and Capita Jaya Holdings Ltd. was held on 27 September 2010 with the first outlet expected to be opened in Dhaka sometime during the first quarter of 2011. Roasters Asia



Pacific is also currently looking to expand in new markets which include Brunei Darussalam and the United Kingdom.

Locally, Kenny Rogers ROASTERS also successfully opened two more outlets in Klang Parade and 1st Avenue Mall in Penang in October and November respectively.

As at December 2010, 114 Starbucks outlets, 64 Kenny Rogers ROASTERS restaurants, 8 Wendy's ® and 8 Papa John's Pizza restaurants as well as 4 Krispy Kreme Doughnuts outlets have been opened throughout the country.

On the education front, Berjaya College of Nursing and Health Sciences, which was formerly known as Gleneagles Academy of Nursing, is now fully operational. The college offers a 3-year Diploma in Nursing programme which has been accredited by the Malaysian Qualifications Agency (MQA) and is also recognized as equivalent to the Diploma in Nursing offered by any local Public Institution of Higher Education which enables our graduates to seek employment with the Ministry of Health Malaysia.

Berjaya University College of Hospitality (BERJAYA UCH) also made headlines by being the first and only academic institution in Asia Pacific to offer the 560-hour WACS Global Master Chef training programme, the highest possible chef certification, which is accredited by the WACS Global Master Chef Committee. BERJAYA UCH is one of the seven worldwide institutions chosen to offer the "Recognition of Quality Culinary Education" (RQCE) programme by the World Association of Chefs Societies (WACS).

BERJAYA UCH also signed a Memorandum of Understanding (MoU) with Meat and Livestock Australia (MLA) which marked the launch of the "MLA Red Majesty Chef" programme to assist Chinese chefs from Malaysia and Singapore to further hone their skills in modern Chinese cooking.

I am indeed proud of all of our achievements throughout the year but most proud of our long standing tradition of contributing towards the underprivileged community through the respective companies and Divisions in the Group. We have always successfully given back to society through our quarterly contribution drives, by assisting at welfare homes and orphanages, contributing towards causes for the environment and providing assistance and funds for various charitable, medical and educational purposes. We have also supported a number of local musical productions as part of our efforts to promote Malaysian performing arts, culture and heritage for the benefit of all Malaysians.

As we move into 2011, I would like to encourage everyone to continue giving their best individually and as a team. I wish you all the best for 2011 and may you achieve all that you have set out to do.

Tan Sri Dato' Seri Vincent Tan Chee Yioun

Performance of Companies as at 31 October 2010 (Unaudited)

* As at 31 December 2010

| Company | Revenue | Profit Before Tax |
|----------------------------|---|--|
| | 6 Months Ended 31 October 2010 (RM'000) | 6 Months Ended 31 October 2010 (RM '000) |
| Berjaya Corporation Berhad | 3,464,476 | 424,530 |
| Berjaya Land Berhad | 2,001,614 | 200,297 |
| Berjaya Sports Toto Berhad | 1,681,185 | 196,338 |
| Berjaya Assets Berhad | 27,663 | 5,327 |
| Berjaya Media Berhad | 184,398* | 65,564* |

The Official Launch of the Mazda2 and Official Opening of the Prima Merdu Showroom, Puchong *(Continued from cover page)*

The festivities continued into the night with Mazda hosting a get-together dinner for the media and Mazda2 owners at Saujana Golf and Country Club. The first 10 Mazda2 customers each received an "Appreciation Award" plaque, a Berjaya Loyalty Card, 3-years free maintenance and an array of goodies and vouchers from Starbucks Coffee, Kenny Rogers ROASTERS and Krispy Kreme Doughnuts.

1. The impressive Prima Merdu showroom in Puchong, Selangor.
2. KDYTM Tengku Mahkota Pahang Tengku Abdullah checking out the new Mazda2 at the launch event.
3. The new Mazda2.



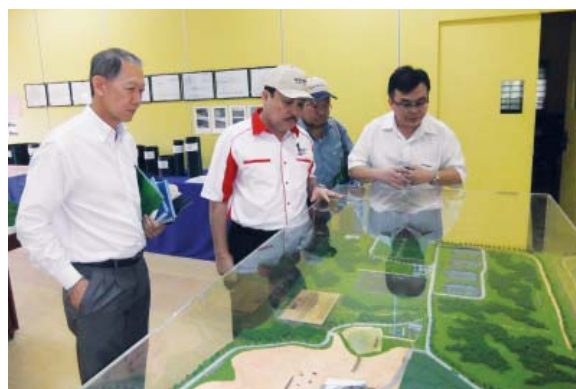
U Mobile First to Deploy 42 Mbps Mobile Broadband Network

On 25 October 2010, U Mobile created history by being the first telecommunications provider to deploy a 42 Mbps Broadband network, the fastest broadband to date in Malaysia, at its first site in Berjaya Times Square.

In conjunction with the launch of the 42 Mbps Mobile Broadband Network, U Mobile also introduced its U Prepaid Plan where subscribers can enjoy voice calls at 9 sen per 30 seconds to all networks in Malaysia, three times longer top-up validity on their top-up amount and a promotional offer of up to 15% bonus airtime.

YB Dato' Seri Utama Dr. Rais Yatim officiating the first deployment of the 42 Mbps Broadband Network in Malaysia on 25 October 2010

From L-R: Kenneth Chang (Director of U Mobile), Tan Sri Dato' Seri Vincent Tan (Chairman of U Mobile), YB Dato' Seri Utama Dr. Rais Yatim (Minister of Information, Communication and Culture), Dr. Kaizad Heerjee (CEO of U Mobile), Y. Bhg. Tan Sri Khalid Ramli (Chairman of MCMC) and Sio Tat Hiang (Director of U Mobile).



YB Datuk Haji Hajiji Haji Noor from the Ministry of Local Government and Housing, Sabah, being shown the BTSL scale model and being briefed by Chock Eng Tah, Managing Director of KUB-Berjaya Enviro Sdn Bhd during his site visit to the BTSL on 18 October 2010.



Hulu Selangor Member of Parliament, YB P. Kamalanathan being briefed by How Lim Sek, Chief Operating Officer of KUB-Berjaya Enviro Sdn Bhd during his working visit to the BTSL on 29 October 2010.

VIP Visitors at Bukit Tagar Sanitary Landfill (BTSL)

Housing and Local Government Minister, YB Dato' Wira Chor Chee Heung visited the Bukit Tagar Sanitary Landfill (BTSL) on 14 July 2010. Dato' Robin Tan, Executive Director of Berjaya Corporation Berhad, Y. Bhg. Dato' Dr. Nadzri Yahaya, Director General of the National Solid Waste Management Department, Ministry of Housing and Local Government and Dato' Kamalia Ibrahim, Chairman of KUB-Berjaya Enviro Sdn Bhd were also present during the visit.



YB Dato' Chor Chee Heung being briefed by Chock Eng Tah, Managing Director of KUB-Berjaya Enviro Sdn Bhd during his visit to Bukit Tagar Sanitary Landfill (BTSL).



The KUB-Berjaya Enviro team with YB P. Kamalanathan (4th from left), Y. Bhg. Dato' Kevin Lai, FMM Hulu Selangor Regional Chairman (2nd from left) and Hulu Selangor Town Council officers.



1

1 The 1st Mineral Oil-Free, Gel-Infused Masks
Exclusively formulated for Cosway and clinically proven to reduce dryness by 66%* after 2 weeks!
 *Test conducted on 42 subjects

The Bioglo Heel Mask and Bioglo Hand Mask provide immediate soothing relief for serious callused, dry and cracked skin conditions. Visible improvements from the very 1st application!

Both masks feature a proprietary **Triglyceride Vegetable Polymer Gel** encapsulated in a lightweight soft fabric material. The masks are infused with a powerful blend of olive, jojoba and coconut oil, nutrients like shea butter, peppermint extract and Vitamin E, the gel delivers intense nourishment to repair and renew damaged skin tissues.

2 Oriyen BioNzyme

Bursting with Nutrients for Better Health & Vitality!
 Delicious fruity enzyme drink made from over 100 carefully selected wholesome ingredients (multi-colored vegetables, fruits, grains, seeds and herbs), uniquely fermented over 9 months using advance fermentation technology that produces concentrated enzyme with bio-available phytonutrients, vitamins and trace minerals for better blood circulation; regular bowel movement; better digestion; increased energy level; beautiful skin; stronger immune system; healthy weight management etc.

3 L'élan Vital SPA Lite Body Shaping Gel
Intense Slimming Actions for a Shapelier Body & Cellulite-Free Skin

A high performance body shaping treatment gel with Phytelene, a powerful slimming complex from Greentech SA, France, along with a blend of exotic plant extracts to address all of the root causes of unsightly bulges and cellulite.

- Detoxifies the skin to rid toxins.
- Activates fat burning & prevents fat accumulation.
- Eliminate water retention.
- Tones & firms flabbiness, and moisturizes skin.
- Fights cellulite.

4 L'élan Vital Organic Skincare Range
Awaken Your Skin's Natural Healing & Rejuvenation with Organic Skin Care

L'élan Vital Organic Skin Care range is your organic solution because

- Being organic it emits high vibrational energy that is extremely beneficial to uplift & awaken skin's rejuvenation powers. Synthetic chemicals tend to emit negative energy.
- Its organic botanical ingredients (free from pesticides, herbicides or potentially harmful chemicals) with the least processing are more bio-compatible to the skin.

Product of Australia & suitable for all skin types. L'élan Vital Organic Skin Care range comprises Cleansing Cream, Facial Toner & Serum.



5 Magic Saver Cooker

Suitable For Take-away Food Too!
2 inner pots for cooking 2 dishes at the same time
 Bring food to boil on fire. Continue to cook for another 5-10 minutes (5 Lt.) and 10-15 minutes (2 Lt.). Transfer to insulated main pot and cover. Food is cooked on its own. Once cooked, food is kept hot for more than 6 hours.



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New products from Cosway



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6

6 Magic Saver Food Warmer (Oval)

- Large capacity perfect for family meals, small parties, outings and gatherings.
- Wide opening makes it easy to fill, serve from and clean.
- Keeps food warm for up to 5 hours.
- Made of durable 18/8 Stainless Steel (interior) & ABS Plastic (exterior)

7 Mildura Nutty Muesli

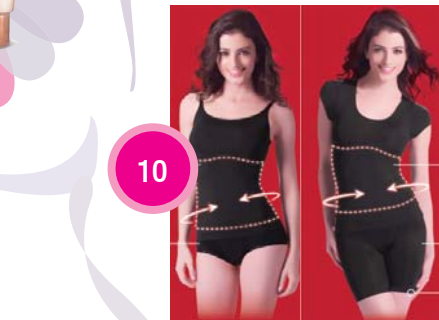
A rich, robust mixture of barley, rye, spelt, oat, wheat, almond, hazel nut, cashew nut, walnut, raisin, sultana, sunflower seed and pumpkin seed! Have it with milk, yoghurt or eat it as it is for a snack. Also ideal for baking bread and cakes.

8 Mildura Goji Berry Muesli

Start your day the delicious way with Goji Berry Muesli! Its blend of barley, oat, rye, spelt, wheat, goji berry, raisin, sultana, sunflower seed and pumpkin seed provides the nutritional support that your body needs for a rich, fulfilling day.



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9 360° Spin-Dry Mop
Just Step to Spin Dry Without Getting Your Hands Wet!

- Cleans and rinses in seconds without wetting or dirtying your hands.
- Works for both wet and dry surfaces.

IMPROVED VERSION

- Handle extends for easier cleaning of ceilings and fans.
- Water barrier to prevent splashing.
- Scrub board scrubs dirt off the mop.
- Suitable for various surfaces
 - Corners
 - Glass windows
 - Hard-to-reach spots
 - Large surface areas
 - Car body & windows
 - Various surfaces

10 Ambrace Instant Slim
A Slimmer & Firmer Body Instantly
 Specially constructed Powernet lining flattens your tummy and smoothes your midriff. Instantly slims and reshapes for a sleeker, sexier you!

- Smooth seamless finish
- Cap-Sleeve Top and Camisole

Available in S/M/L/XL

Bust Line Waist

| | | |
|----|------------|------------|
| S | 65 - 72 cm | 60 - 67 cm |
| M | 72 - 79 cm | 67 - 75 cm |
| L | 79 - 87 cm | 75 - 83 cm |
| XL | 87 - 95 cm | 83 - 91 cm |

All Smiles for Van Lucky Draw Winner!

Lady luck was smiling on SINGER's Rawang Branch Manager, Kok Wah Kheong when he emerged as the Grand Prize Winner of the Van Lucky Draw in conjunction with SINGER's I-Cerdik Management RM100 Million Sales Challenge.

A prize presentation ceremony was held on 20 May 2010 at the SINGER Head Office which was attended by Yeap Dein Wah, Managing Director of SINGER Malaysia and Allan Lee, General Manager of Field Operations.



Kok Wah Kheong (2nd from right) receiving his prize from Yeap Dein Wah, Managing Director of SINGER Malaysia (1st from right). The ceremony was also witnessed by Allan Lee, General Manager of Field Operations (1st from left) and Prabakaran of Mideast (2nd from left).

Borders Express

Last year, Borders Malaysia introduced a smaller format store called Borders Express, which typically measures less than 5,000 sq ft and promises to cater to what the customers want – convenience, while retaining the Borders' brand experience.

Today, there are six Borders bookstores including two Borders Express stores in Berjaya Times Square which was opened on 15 October 2010 and in Bangsar Village II which was opened on 19 November 2010. Berjaya Books Sdn Bhd plans to expand to nine Borders stores by the end of April 2011.

Its Chief Operating Officer, Yau Su Peng said that Borders Express optimises space and gives significantly more sales on a per sq ft basis.

Border Express will also offer more non-book merchandise such as the Silly-Bandz, the rubberband toy said to be a craze among children. Its non-books segment now makes up less than a tenth of annual sales.



Borders Express at Berjaya Times Square.

The Therapeutic Power of Manuka Honey

Manuka honey is now without doubt the most famous honey available in the world. The manuka tree is a native of New Zealand so manuka honey is not produced anywhere else in the world. The native Maori people who first settled in New Zealand several hundred years ago used the manuka plant for making many medicines that they claimed had great benefits to the human body.

Dr Peter Molan, from the University of Waikato in Hamilton New Zealand, conducted research into the healing properties of various New Zealand honeys, which has been on-going for more than 20 years. Scientifically, his research has shown that all honeys have some degree of healing properties due to the presence of hydrogen peroxide, which is effective against most strains of bacteria.

Dr Molan found that in some manuka honeys there is an additional antibacterial component, which has been termed non-peroxide activity, making it more resistant

bacteria. It is more resistant to heat and to break down by the catalase effect of the body fluids than the normal hydrogen peroxide activity. Dr Molan and his research team have termed this special honey "UMF® (unique manuka factor) Manuka Honey".

Clinical trials on patients with duodenal and stomach ulcers found that patients taking "UMF® Manuka Honey" experienced considerable relief from their symptoms.

The special non-peroxide antibacterial or UMF property is only found in a small percentage of manuka honeys. The presence of this property can only be detected by lab testing. The UMF level measures the non-peroxide antibacterial strength of UMF® Manuka Honey. UMF® Manuka Honey with an UMF level of 5 or more is considered to have special uses.

- 1 Standard manuka honey only has the hydrogen peroxide anti-bacterial property common to most honeys.
- 2 UMF® manuka honey has both the natural hydrogen peroxide anti-bacterial property and its own natural non-peroxide (UMF® 5 + or more) anti-bacterial property, giving it unique therapeutic uses.

To distinguish between the two types of manuka honey, we label the special manuka honey with UMF® followed by a number that indicates the level of the non-peroxide property in a batch of UMF® Manuka Honey tested in the licensed laboratory after the honey has been harvested.

UMF® Manuka Honey is now available at Country Farm Organics outlets.



Nature's Gate at Country Farm Organics



Nature's Gate offers a range of natural and organic personal care products from the United States of America. For over 30 years, Nature's Gate has been consistent in producing naturally safe, environmentally-friendly and highly beneficial personal care products, combining botanical, herbal and floral benefits with modern formulations.

NATURE'S GATE CLASSIC LINE

Nature's Gate utilizes natural floral and herbal extracts in this classic

line of hair, body, sun, skin and oral care products. Every product in this collection is carefully formulated to deliver all the benefits of each unique botanical blend.

NATURE'S GATE ORGANIC LINE

With products to cater to all your hair and body care needs, Nature's Gate organic-inspired line contains Certified Organic essences and extracts taken from organic herbs and plants that are grown on lands specially dedicated for organic cultivation in California. At the family-owned organic farm, each plant receives individual care, ensuring the highest purity and quality. This organic line has two formulations - Nature's Gate Organics Herbal Blend and Nature's Gate Organics Fruit Blend.

Nature's Gate Organics Herbal Blend range uses certified organic Aloe, Cucumber and Chamomile.

Nature's Gate Organics Fruit Blend range uses certified organic Red Tea, Kiwi, Kumquat and Pomegranate, known for their high levels of Vitamin C and cell-protecting antioxidants, which are combined with Persimmon, Yucca and Mandarin Orange to smooth, hydrate and soften skin.

7-Eleven Sends World Cup Fans Around the World with Its "Goal Around The World" Contest

In conjunction with the FIFA World Cup 2010 tournament, 7-Eleven Malaysia launched a nationwide consumer contest, "Goal Around The World" which was held from 17 May to 11 July 2010. Customers had to submit their entries via the contest form or SMS. The contest winners were announced on 27 October 2010.

The Grand Prize winner, 25-year old Mohd Shahrul Bin Mohd Afandi, received a travel voucher worth RM18,000. He will be realizing his dream of visiting Europe. Arthur Gerard Freeman, the first prize winner and Zulkipli Bin Hassan, the second prize winner, took home RM7,000 and RM5,000 worth of travel vouchers respectively. Other exciting prizes included Sony PS3s, U Mobile packs and Adidas Jabulani Edition 2010 footballs.

7-Eleven Malaysia's Executive Director, Ng Su Onn said, "We are glad that we are able to fulfill our customers' dreams and this is the least we could do to thank them for their continuous support towards 7-Eleven Malaysia. There will be more exciting contests and activities lined up for our customers in our belief of continuing to make each shopping experience with us a rewarding one."



Grand Prize winner, Mohd Shahrul Bin Afandi (right) receiving his prize from 7-Eleven Malaysia representative, Nikkie Tan at 7-Eleven Malaysia's headquarters.

MOL's 10th Anniversary Celebration



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MOL celebrated its 10th Anniversary on 8 July 2010 at Berjaya Times Square Hotel, Kuala Lumpur. That date also marked the launch of MOL's new logo.

1. Launch of MOL's new logo by Dato' Ismail Osman, Executive Director of MOL.
2. The entire MOL - Friendster team at the 10th Anniversary celebration.
3. Ganesh Kumar Bangah, Group Chief Executive Officer of MOL Global (2nd from left) and Dato' Ismail Osman, Executive Director of MOL (2nd from right) cutting the cake to symbolise the 10th Anniversary and official launch of MOL's new logo.



3

MOL Collaborates With PayPal to Launch Prepaid Card

On 15 July 2010, MOL entered into a strategic collaboration with PayPal to launch a prepaid card for online shopping and gaming. The card, called the **MOL PayPal – The Digital Card** is the first-ever co-branded prepaid card for MOL and PayPal in the Asia Pacific region. The new card enables Malaysians to fund a PayPal account that can be used to conveniently shop on millions of websites worldwide or to easily reload MOLPoints to purchase online games, products and services – all without the need of a credit card.



From L-R: Ganesh Kumar Bangah, CEO of MOL with Melanie Tan, Vice President of Strategy and Business Development at PayPal Asia Pacific and Elias Ghanem, PayPal's General Manager for South East Asia and India.

Launch of the MOL PayPal – The Digital Card.

Berjaya Sampo's 6th National Agency Convention



Participants of the National Agency Convention.

42 Platinum and 61 Gold Club members of Berjaya Sampo Insurance (BSI) Agency's force were feted to a weekend getaway at one of Sabah's most luxurious resorts, The Magellan Sutera, Sutera Harbour in conjunction with the company's 6th National Agency Convention.

During the convention, held from 3 until 5 September 2010, the achievers enjoyed lavish and sumptuous meals and entertainment.

Patrick Loh, Managing Director and CEO of BSI presented an uplifting opening speech on the company's significantly improved financial results, netting a profit after tax of RM75.16 million for the financial year ending April 2010 against previous result of RM6.55 million year-on-year. He thanked the elite club members for their dedication and commitment to helping the Company to grow from strength to strength. A presentation of awards to the Platinum members, the Top 10 Producers at Regional Level as well as to the Top 5 Most Profitable Agents was also held in recognition of their accomplishments. This was followed by an invigorating seminar titled "Live Your Best Life" by Dr Wilson Tay, CEO and Principal of Omni View Consultancy.

Berjaya Sampo at the Tian Siang Auto Carnival Cum Team Ipoh Super Bikers Charity Ride

Tian Siang Auto Care Sdn Bhd (Honda), Berjaya Sampo Insurance's (BSI) Northern Region Top Producer invited BSI to participate in the "Tian Siang Auto Carnival cum Team Ipoh Super Bikers Charity Ride" which was held on 1 May 2010 at their Jalan Kuala Kangsar Honda Showroom.

An array of activities took place during the carnival which was attended by the public and more than 1,000 super bikers.



Berjaya Sampo staff at their booth.



We Do The Work, You Have The Fun!

In addition to dine-in & delivery services, Papa John's Pizza also provides catering services for special functions and events. For more information, please contact the Papa John's Pizza marketing team at 03-2119 7272 or email to marketing@papajohns.com.my .



Delivery. & Take-Out

1300-88-7272

Now Serving the 'BETTER' Pizza In Your Neighbourhood

Papa John's Pizza has opened more restaurants featuring the new Pure PAPA concept!



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1. Papa John's Pizza at Tropicana City Mall, Petaling Jaya opened on 31 December 2010.
2. Papa John's Pizza at AEON Taman Equine, Sri Kembangan opened on 24 December 2010.



From L-R : Benny Chin, Director of 'City Under Siege', Dato' Francis Lee, Aaron Kwok, Zhang Jing Chu, Wu Jing and Dato' Robin Tan at the screening.

'City Under Siege' Movie Premiere

In conjunction with the release of the action sci-fi movie, 'City Under Siege' starring Aaron Kwok, Shu Qi, Zhang Jing Chu and Wu Jing, Kenny Rogers ROASTERS held a premiere screening of the movie on 11 August 2010 at the Golden Screen Cinemas, Berjaya Times Square. The main cast made an appearance at a "Meet the Fans" session just before the screening.

ROASTERS Challenge 2010

ROASTERS Challenge 2010, which was held on 2 October 2010 was organized with the objective of achieving a competitive edge as a mid-casual rotisserie chicken restaurant chain in Malaysia by focusing on basic skills and knowledge that lead all team members to deliver Total Guest Satisfaction. The 2010 Challenge was categorised into 4 challenges - Server Challenge, Front of House (FOH) Challenge, BOH (Back of House) Challenge and All Station Challenge.



Winners of the Front of House (FOH) Challenge
From L-R : Best FOC – Alminraz, Best Area Manager – William Ong, Best Coach – Ivy Lee and Best FOH – Mohd Khairil.

Bringing Smiles To Young Faces

The bleating of horns from Kenny Rogers ROASTERS' Wishing Tree Convoy brought on shrieks of excitement and cheer from more than 40 children at Rumah Hope on 17 December 2010. The convoy came bearing gifts and wholesome meals for the children during a morning of fun and games at the Kenny Rogers ROASTERS Wishing Tree year end celebration.

Ranging from 6 to 17 years of age, the children of Rumah Hope were amongst the 1,500 underprivileged children nationwide to have their wishes fulfilled by the Kenny Rogers ROASTERS Wishing Tree campaign.

"The success of the Wishing Tree project is a clear reflection of Malaysian generosity. We are very happy with the way in which the Wishing Tree campaign has grown over the last five years," said Esther Woo, Senior Brand Manager of Berjaya ROASTERS (M) Sdn Bhd.

Having been successfully run for the 6th consecutive year, the Wishing Tree is an annual campaign which bridges the simple wishes of underprivileged children to generous Malaysians. This year, more than 60 Kenny Rogers ROASTERS outlets nationwide participated in bridging the simple wishes of underprivileged children from more than 30 homes.

The KRR Wishing Tree Campaign is part of the Kenny Rogers ROASTERS' Community Chest Campaign in which the company finds innovative ways to give back to society as part of their many CSR activities.



KRR staff with children from Rumah Hope.

Kenny Rogers ROASTERS' Chicken and Pasta Meal

Eat, drink and be merry at Kenny Rogers ROASTERS as the Chicken & Pasta Meal is back again by popular demand! Available for a limited time only, enjoy this popular meal with a refreshing twist. Two new promotional mocktails, the Minty Green Tea Mocktail and the Minty Passion Mocktail is set to complement and complete your Kenny Rogers ROASTERS feast.

The Kenny Rogers ROASTERS Chicken & Pasta Meal gives you a choice of the popular Beef Bolognaise, Cheezy Chicken or Tangy Chicken pasta, served with a ¼ piece Kenny Rogers ROASTERS famous Rotisserie-roasted chicken accompanied by one side dish of your choice.

Every good meal is best paired with a beverage which complements its flavour. The soothing qualities of green tea infused with mint, provide a revitalizing accent to your year end feasts in the Minty Green Tea Mocktail. People who like a little more zing to will find it in the Minty Passion Mocktail. The exotic blend of passion fruit and mint brings a unique and pleasing flavor to complement your meal.

The Kenny Rogers ROASTERS Chicken & Pasta Meal is priced at RM18.90* while Mocktails are priced at RM7.50 each. They are available while stocks last.

*Price varies at Genting Highlands.



New Kenny Rogers ROASTERS Restaurants



Come check out the new Kenny Rogers ROASTERS restaurant which opened in Klang Parade on 15 October 2010. With an area of approximately 1743 sq. ft., it offers a cozy, vibrant and dynamic ambience for dine-in guests or simply a perfect meeting place.



On 25 November 2010, Kenny Rogers ROASTERS opened its 63rd restaurant at 1st Avenue Mall, Penang offering a cozy, vibrant and dynamic ambience as well as complimentary Wi-Fi service.

Kenny Rogers ROASTERS International Nominated For The **FLA International Franchisor of The Year 2010 Award**

Kenny Rogers ROASTERS International was nominated for the FLA International Franchisor of the Year 2010 award. The prestigious award is presented by the Franchise License Association of Singapore. Other nominees included Home Inn (China), Orion Edutech (India), The Pizza Company (Thailand) and Es Teler 77 (Indonesia). Spinelli Coffee of Singapore won the Franchisor of the Year 2010 award. The award presentation night was held on 21 October 2010 at Marina Mandarin Singapore.

From L-R :-
Mr. Scott Lehr, Vice President of the International Franchise Association and Luis Daniel, General Manager of ROASTERS Asia Pacific.



Kenny Rogers ROASTERS in Dhaka, Bangladesh

Roasters Asia Pacific (Cayman) Ltd. celebrated another significant milestone with its most recent foray into Bangladesh. A signing ceremony between Roasters Asia Pacific (Cayman) Ltd and Capita Jaya Holdings Ltd. was held on 27 September 2010 at Berjaya Roasters office in Berjaya Times Square. The first outlet in Dhaka, Bangladesh is expected to be completed in the first quarter of 2011. Roasters Asia Pacific is currently looking to expand in new markets which include Brunei Darussalam and the United Kingdom.

At the signing ceremony between Capita Jaya Holdings Ltd. and ROASTERS Asia Pacific (Cayman) Ltd.

From L-R : Zeeba Khan, Director of Capita Jaya Holdings Ltd., Dato' Dr. Tengku Rethwan Tengku Mansor, Chairman of Capita Jaya Holdings Ltd., Luis Daniel, General Manager of ROASTERS Asia Pacific and Dato' Francis Lee, Director of ROASTERS Asia Pacific.



Krispy Kreme 'World Cup Shoot A Goal' Contest Launch

Krispy Kreme Doughnuts & Coffee launched the World Cup Shoot A Goal Contest on 7 June 2010 at its outlet at Berjaya Times Square. Former footballers Zainal Abidin Hassan and Abbas Saad were present to launch the event which was also attended by Dato' Robin Tan, Executive Director of Berjaya Corporation Berhad. 12 underprivileged children from The Lighthouse Welfare Home were invited to attend the launch and were treated to delicious doughnuts at the Krispy Kreme outlet.



Abbas Saad (2nd from left), Dato' Robin Tan (middle) and Zainal Abidin (2nd from right) with some of the children from The Lighthouse Welfare Home.

Wendy's® Cheesy Mushroom Melt is Back by Popular Demand!

Wendy's® Malaysia reintroduced the Mushroom Melt burger nationwide from 22 July 2010. Back by popular demand due to the awesome response from its first launch in March, it is now permanently available on the menu.

Each mouth-watering Wendy's® Mushroom Melt burger is made with Wendy's® signature quarter pound square 100% beef patty, premium sliced cheese and topped off with a layer of rich, creamy cheddar cheese sauce with real mushrooms – all this goodness smacked in between two premium buns.

The Wendy's® Cheesy Mushroom Melt comes in single, double and triple stack options to match different appetites. This scrumptious Mushroom Melt is available from RM8.99 for a single Mushroom Melt burger.



Operations Leadership Conference and Summer Sunsational 2010



On 7 and 8 April 2010 all Starbucks Store Managers and Department Heads from around the country participated in the Operations Leadership Conference and Summer Sunsational 2010 held in Kelab Darul Ehsan.

In addition to sharing respective missions and goals for 2010, awards were presented for the Manager of the Quarter as well as the 10-Year Service Award.

1. En. Mohd. Izmi, Barista from Starbucks Damansara Town Centre receiving the 10-Year Service Award from Eric Khoo, Executive Director of Berjaya Starbucks Coffee Company Sdn. Bhd.

2 & 3. Geena and Azliza receiving the Manager of the Quarter Award for Q1 and Q2 respectively from Eric Khoo.

Starbucks Malaysia and Puteri Specialist Hospital Commemorate World Environment Day



1. YB En. Mokhtar of the State Environment Department planting a tree during the event.

2. Starbucks partners preparing refreshments during the event.

To commemorate World Environment Day, Starbucks Malaysia together with Puteri Specialist Hospital organized a lively event starting the day with a tree planting and "Grounds for Your Garden" activity around the hospital compound.

300 participants, made up of Starbucks partners, hospital staff and the general public, took part in the event held on 17 July 2010. The event was officiated by the Head of State Environment Department, Dr Zulkifli Rahman.

Among the exciting activities held that day was a warm-up session and a cooking competition. Themed 'Save the World, Love Your Life', the competition was aimed at raising awareness on the importance of healthy living. The competition kicked off with a cooking demonstration by celebrity chef, Chef Florence Tan.



Starbucks Celebrates Its 12th Anniversary in Malaysia

Berjaya Starbucks Coffee Company Sdn Bhd. celebrated its 12th Anniversary on 17 December 2010. In conjunction with the celebration, customers enjoyed complimentary cups of freshly brewed coffee at Starbucks stores from 10.00am till 12.00pm that day.

"We are grateful for our customers who visit us each day and we thought this giveaway would allow even more customers to enjoy the Starbucks experience as we celebrate our 12th Anniversary," said Sydney Quays, Marketing and Communications Director of Berjaya Starbucks Coffee. "Whether you visit your local Starbucks to enjoy a free cup of coffee or are looking for the perfect gift, our stores provide a gathering place to connect with your community and to celebrate every occasion with those you love over a cup of coffee," he added.



Eric Khoo, Executive Director of Berjaya Starbucks Coffee Company Sdn. Bhd. serving Starbucks' customers during its 12th Anniversary celebrations.



Starbucks' customers queuing for their complimentary cups of brewed coffee.

In conjunction with Starbucks' 12th Anniversary, Starbucks' Cheer Team in Setia Tropika, Johor Bahru also initiated yet another successful programme to help raise funds for HOPE Worldwide. The Cheer Team organized a Charity Car Wash Programme which kicked off as early as 11.00am and received overwhelming response from customers and residents from the surrounding neighbourhood. The team washed more than 50 cars during the event which ended at 6.30pm.

Funds collected in-store on that day and from the car wash will be donated to Persatuan Kebajikan HOPE Worldwide Kuala Lumpur towards providing medical care for underprivileged children. All donations will be channeled to the Free Paediatric Clinic in Penang, a project by HOPE Worldwide which Starbucks has supported since 2005.



Members of the Starbucks' Cheer Team washing cars during the Charity Car Wash Programme.



Dato' Robin Tan (front row, 6th from left) with the Redang Island clean-up team.



Divers gearing up for the clean-up.

With the aim to protect and preserve the nature of Redang Island, Berjaya Hotels & Resorts organized its annual REDANG ISLAND CLEAN-UP DAY from 24 to 26 September 2010. The three-day event, endorsed by Professional Association of Diving Instructors (PADI) Project AWARE, vowed to strengthen conservation of underwater life and educate people on the importance of coral reefs to the ecosystems. Apart from exercising its role as a socially responsible corporate citizen, the Resort along with 120 divers and non-divers experienced an extraordinary journey of creating a kinship with marine life, showing their support and contributing to this meaningful event.

The event featured various educational, fun-filled activities which included clean-up dives, beach cleaning, conservation seminars by PADI, photography workshops by Scuba Symphony and a Gala Dinner by the beach. There was also a photography competition with two categories; namely Underwater Photography and Land Photography.

During this dive clean-up, a total of 237 Crown of Thorns were removed, while more than 50 bags filled with discarded plastic bags, cigarette butts and beverage cans were hauled up from the beaches. The team also paid a community visit to one of the local schools, Sekolah Kebangsaan Pulau Redang. Goodie bags for the children were sponsored by Emerson Process Management.

This year Berjaya Hotels & Resorts donated RM50,000 to the PADI Project AWARE Foundation. In 1989, PADI developed the AWARE philosophy – Aquatic World Awareness, Responsibility and Education – to stress divers' roles in conserving the environment and to create a group of effective environmental advocates. The Project AWARE Foundation is the dive industry's leading non-profit environmental organization with presence in the United States, United Kingdom, Australia, Switzerland and Japan. Its mission is to conserve aquatic resources in more than 180 countries and territories around the world through education and advocacy.



The clean-up in progress

“Qaseh Aidilfitri” Buka Puasa



The children enjoying a game of bowling during the “Qaseh Aidilfitri” Buka Puasa event.

On 3 September 2010, Bukit Jalil Golf & Country Resort organized a “Qaseh Aidilfitri” Buka Puasa with children from three orphanages at its premises.

68 children from Rumah Anak Yatim Shifa, Pertubuhan Rahoma Darul Fakir Malaysia and Pusat Kebajikan Teratak Nur Insan-Pusat Jagaan Nuri were treated to a variety of activities including games and bowling as well as a magic show before dinner. The children also entertained other guests with a song and dance performance.

Each child received a goodie bag whilst each orphanage received sundry items.



Children enjoying a meal during the “Qaseh Aidilfitri” Buka Puasa.

Pahang State Government Congratulates Berjaya Hills Golf & Country Club



Y. Bhg. Dato' Sharkar (2nd from left) presenting the commendation letter from the Pahang State Government to S.A. Nathan, General Manager of Berjaya Hills Golf & Country Club (2nd from right).

The Pahang State Government recently endorsed the Berjaya Hills Golf & Country Club which has been undergoing upgrading works.

Y. Bhg. Dato' Haji Mohd Sharkar Shamsudin, Pahang State Exco member and State Assemblyman for Lancang said, "We are indeed proud that Berjaya Hills Golf & Country Club has made history for the state of Pahang by winning the coveted "The Best Highlands Golf Course in Asia" award by the Asia Pacific Brands Foundation (APBF). I've personally visited the club and saw for myself the tremendous progress achieved there and the course is looking superb. I am even more pleased to see many tourists golfing at Berjaya Hills Golf & Country Club. The cool weather and its prime location make it an ideal destination for golfers."

U Mobile and Celcom Extend Domestic Roaming Agreement



U Mobile Sdn Bhd and Celcom Axiata Berhad (formerly known as Celcom (Malaysia) Berhad) (Celcom) signed an agreement on 3 September 2010 to extend their partnership on domestic roaming arrangement for another three years. This arrangement, made effective 1 July 2010 is an enhancement of the existing agreement.

The existing domestic roaming agreement between the two parties was first signed in 2007 and was a landmark agreement, being the first such agreement of its kind in the country that allowed customers to enjoy complete nationwide mobile coverage at no additional cost to the users.

Through this renewed domestic roaming arrangement with Celcom, U Mobile customers will continue to enjoy nationwide coverage and improved user experience, with seamless hand-over of voice calls from U Mobile's 3G network to Celcom's 2G network. U Mobile subscribers roaming on Celcom's 2G network also have access to data services such as Mobile Internet, MMS and Content Downloads.

Y. Bhg. Dato' Sri Shahzalli Ramly, CEO of Celcom Axiata Bhd (left) and Dr. Kaizad Heerjee, CEO of U Mobile Sdn Bhd exchanging the renewed domestic roaming agreement.

StemTECH International Marketing Events 2010

Health Screening at Ikano Power Centre

23 – 25 July 2010



StemTECH staff and Tropicana Medical Center nurses at the Free Health Check booth in Ikano, Mutiara Damansara.

StemTECH International and Tropicana Medical Center partnered with Seven Seas Company to offer free health screenings at Ikano Power Centre from 23 to 25 July 2010.

Tropicana Health Team nurses conducted the free health screenings for blood pressure and random blood tests for glucose while the StemTECH team provided free consultation on cord blood stem cell & adult banking as well as on PlasTECH, PRP (Platelet Rich Plasma).

ASTRO's Occupational Safety & Health Week (OSH)

26 – 29 July 2010



A StemTECH staff being interviewed by ASTRO for the "One Malaysia" programme.

StemTECH International participated in ASTRO's Occupational Safety and Health Week (OSH) which was held from 26 until 29 July 2010 in ASTRO's premises. OSH Week is held every year at ASTRO to encourage safety and health practices at work and at home among its staff.

StemTECH took the opportunity to create awareness among the staff and public about its services with regards to umbilical cord blood as well as adult stem cells banking for future medical therapies.

StemTECH – Cosway Cash Voucher

StemTECH is rewarding COSWAY members with a special rebate. Members will receive 20 redemption coupons (worth RM600) with the purchase of a RM150 StemTECH-Cosway voucher available at COSWAY stockists nationwide. The voucher, launched in October 2010 will enable members to sign up for the cord blood banking service at a special rate of **RM1,530**.

If you are a COSWAY member and pregnant, don't miss out on this great opportunity to bank your baby's cord blood stem cells for future use. However, if you are not a member yet, please join COSWAY for only RM30 a year to enjoy this once-in-a-life time opportunity. This special offer is available until October 2011.



For further enquires please contact any of our hotlines:

016 – 205 7000 / 016 – 238 8000 / 018 – 238 9000 or find us on Facebook - 'stemtech lifeline'

New Intakes at Berjaya College of Nursing and Health Sciences

Berjaya College of Nursing and Health Sciences (BCNHS) which was formerly known as Gleneagles Academy of Nursing, is now fully operational at Lot 10 -12A, Level 10, East Berjaya Times Square.

Currently, the college offers a 3-year (6 semesters) Diploma in

Nursing programme which has been accredited by the Malaysian Qualifications Agency (MQA) (KPT/JPS (A8092)10/12) and is also recognized as equivalent to the Diploma in Nursing offered by any local Public Institution of Higher Education (MQA 04/16/02 Jld.4 (12)(85)), which will enable our graduates to seek employment with the Ministry of Health Malaysia.

Intakes for the Diploma in Nursing programme are in January and July. Visit us at our website at www.berjaya-cnhs.edu.my or send all enquiries to info@berjaya-cnhs.edu.my



The Berjaya College of Nursing and Health Sciences campus in Berjaya Times Square

First Ever WACS Global Master Chef Training and Certification Programme in Asia Pacific at BERJAYA University College of Hospitality

On 15 October 2010, BERJAYA University College of Hospitality (BERJAYA UCH) signed an official Memorandum of Understanding (MOU) with the Chefs Association of Malaysia (CAM) at its city campus to officiate the launch of the World Association of Chefs Societies' (WACS) Global Master Chef Certification and Training programme. CAM is the representative of WACS in Malaysia.

BERJAYA UCH will be the first and only academic institution in Asia Pacific to offer the 560-hour WACS Global Master Chef training programme, the highest possible chef certification, which is accredited by the WACS Global Master Chef Committee. BERJAYA UCH is one of the seven worldwide institutions chosen to offer the "Recognition of Quality Culinary Education" (RQCE) programme by the World Association of Chefs Societies (WACS).

Chef Jochen Kern, the director of BERJAYA UCH School of Culinary Arts commented that for the first time in Asia Pacific, an institution will be able to offer the highest possible chef certification, sanctioned by WACS Global Master Chef. Chef Jochen is one of two Global Master Chefs in Asia and is a member of the WACS Education Committee.

For more information on the WACS Global Master Chef Programme, please contact Chef Jochen Kern at 03-26877000.



Chef Federico Michieletto, President of CAM (3rd from left) exchanging MOU documents with Mae Ho, Chief Operations Officer (COO) of BERJAYA UCH (3rd from right).

The ceremony was witnessed by (from L-R): Chef Richmond, Chef Chern Chee Hoong, Secretary General of CAM, Chef Rossham Rusli, Vice President of CAM, Tan Sri Prof. Emeritus Dato' Dr. Abu Hassan Othman, Vice-Chancellor of BERJAYA UCH, Chef Ridzuan Abdul Malek, Treasurer of CAM and Chef Jochen Kern, Global Master Chef.



BERJAYA University College of Hospitality Wins the Monin Cup 2010 Championship

BERJAYA University College of Hospitality (BERJAYA UCH) won the First and Second places in the Cocktail Category of the Monin Cup 2010 Championship, an inter-varsity beverage mixing competition held on 30 October 2010. At the end of the competition, BERJAYA UCH was also announced as the host of the Monin Cup 2011 Championship.

Organized by Monin Asia and hosted by Taylor’s University, the competition saw 20 finalists from four institutions of higher learning namely Taylor’s University, BERJAYA UCH, Nilai University College and Genting INTI International College competing for top honours.

Participants were judged on the following criteria - grooming standards, mis-en-place (setting), hygiene practices, speed, organization and presentation, technical skills, taste, beverage name, colour, originality and interaction with the music played.

Degree in Hospitality Management student Venod Rao won the Championship Title and RM800 with his exciting creation called the ‘Quad Flamboyant Sense’. Truly passionate about drinks mixology, Venod explained that his “degustation”- inspired beverage enables the consumer to experience all the four different senses of the palate.



Benjamin Chen (standing 6th from left) and Venod Rao (standing 7th from left) with their Monin Cup 2010 trophies.

The 1st runner up prize of RM600 went to BERJAYA UCH Hospitality Management degree student Benjamin Chen, who won over the judges with his aptly named drink, the ‘BENito’, a unique concoction of citrus fruits that refreshes and tingles the palate.

The judges for the Monin Cup 2010 were Cedric Clouzeau, Managing Director of Monin Asia, Ng Yee Ling, Business Development Manager of Brown-Forman Malaysia and Steven Ho, Marketing Manager of Brown-Forman Malaysia.

BERJAYA University College of Hospitality Embraces Everything French

“Start with something simple and let your imagination run with it.” - Laura Calder

French celebrity chef, Laura Calder of “French Food at Home” and “Chateau Special” fame on Astro’s AFC channel 703 chose Malaysia as her first stop of her debut tour of Asia. BERJAYA University College of Hospitality (BERJAYA UCH) had the honour of being appointed as an official venue partner for her three-day visit from 13 to 15 May 2010.

With a tight schedule in place, Ms Calder got down to business with a cooking demonstration and interview with the local media at Samplings on the Fourteen at BERJAYA UCH. Needless to say, both Laura and her wonderful cooking were an instant hit with the members of the media who sampled some of her new creations which included the aromatic Asparagus served with Orange Sauce and Shallots, the juicy Steak au Poivre with Potato Gratin and for dessert, a mouth-watering Apple Cream Tart.

Next on her agenda were cooking demonstrations held during dinner over two nights which was attended by over 50 guests. Amongst those who were attended the dinners were local celebrity Chef Wan, Canadian High Commissioner, HE David Collins, Datuk Kok Wee Kiat, Geoff Briscoe, Managing Director of BMW Malaysia Sdn Bhd and Freddie Pang, Executive Director of Berjaya Corporation Berhad.

This event marked the third working collaboration with AFC and for BERJAYA UCH, the hands-on involvement of the students was nothing short of admirable. Their diligence, dedication and steadfast approach to handling celebrity events such as these were a testimony itself that the Immersion Methodology, which is strongly advocated in this premier university college, has indeed been a success.

These events also provided a great training ground for the Diploma / Degree students in the Events Management courses as they had the opportunity to experience what it was like to organize and execute such events first-hand.



1. VIPs say cheese: Laura flanked by (from L-R) : Mae Ho, Hian Goh, Co-founder of AFC, Maria Brown, Co-founder of AFC, Prof Walter Wong, Mrs. Jacquie Collins and HE David Collins, High Commissioner for Canada. Seated (L to R) Freddie Pang, Executive Director, Berjaya Corporation Berhad, Y. Bhg. Datuk Kok Wee Kiat and Y. Bhg. Datin Kok Poh Thian.
2. Students of BERJAYA UCH at “A French Affair with Laura Calder”.



Chinese Cuisine With a Twist

Berjaya University College of Hospitality (BERJAYA UCH) is certainly creating waves not only in the education industry, but also in the F&B arena thanks to collaborations such as the recently signed Memorandum of Understanding (MoU) with Meat and Livestock Australia (MLA).

The MoU was signed by Mae Ho, Chief Operating Officer of BERJAYA UCH, and Mr. Aaron Lori, MLA South East Asia and Greater China Regional Manager, at an official launch ceremony on 18 May 2010 with several industry players in attendance.

The collaboration between BERJAYA UCH and MLA cemented the working relationship which marks the launch of the "MLA Red Majesty Chef" programme to assist Chinese chefs from Malaysia and Singapore to further hone their skills in modern Chinese cooking.

The year-long Red Majesty Chef Programme (RMC Programme) is aimed at introducing modern Chinese cuisine with improved cooking techniques and methods of presentation. Utilising Australian Halal beef and sheep meat, this programme champions the need to produce innovative Chinese recipes whilst retaining traditional tastes and flavour.

Chefs in the RMC programme will develop their product knowledge and cooking techniques of Australian meat, conduct recipe trials, and undergo tasting sessions. The selected chefs will also be trained in cutting skills by Australian Master Butcher, Barry Lloyd and Taiwanese Master Butcher, Calvin Gung.

Led by Richmond Lim, Executive Chef of the Kuala Lumpur Convention Centre and his Kitchen brigade, these chefs will have to re-develop recipes revolving around Chinese cuisine. The MoU will also benefit BERJAYA UCH immensely as the students will be mentored and given hands-on training by these chefs, who will impart their skills and knowledge on modern Chinese cuisine.



1

The year-long Red Majesty Chef Programme (RMC Programme) is aimed at introducing modern Chinese cuisine with improved cooking techniques and methods of presentation. Utilising Australian Halal beef and sheep meat, this programme champions the need to produce innovative Chinese recipes whilst retaining traditional tastes and flavour.



2

1. Mae Ho of BERJAYA UCH (3rd from left) and Aaron Lori of MLA (3rd from right) after the signing ceremony. With them are representatives from BERJAYA UCH and MLA including Freddie Pang, Executive Director of Berjaya Corporation Berhad (2nd from left).
2. Participants of the Red Majesty Chef programme and representatives from BERJAYA UCH and Meat and Livestock Australia (MLA).

EVENTS & HAPPENINGS @ BERJAYA TIMES SQUARE

RHB – The Star Mighty Minds 2010

The preliminary round of the RHB-The Star Mighty Minds 2010 competition, the nationwide general knowledge, science and mathematics competition was held at Berjaya Times Square on 2 May 2010. Jointly organized by Star Publications (M) Bhd and RHB Banking Group, the competition attracted a total of 120 students from Lower and Upper Secondary Schools in the Klang Valley.



The participants of the RHB-The Star Mighty Minds 2010 competition.

IT Fair At Berjaya Times Square

In celebrating BTS' new anchor tenant - IT Centre, an IT fair was held from 5 to 10 July 2010 with more than 40 big-name IT and gadget concept and street booths set up at the concourse area.



IT Fair at Berjaya Times Square.

"I Love Earth" Campaign

Lonpac Insurance organized a Corporate Social Responsibility (CSR) programme themed "I Love the Earth...Reduce-Reuse-Recycle" at Berjaya Times Square on 18 September 2010 with the objective of promoting public awareness of the Green Environment campaign.



Children participating in the 'I Love Earth' campaign.

Continued Education and Training With Mazda

MAZDA APPRENTICE SCHOOL



The apprentices with the guest speaker from SHELL Malaysia (front row, 2nd from right).

The Mazda Apprenticeship Programme (MAP) is an automotive skills training programme for SPM/SPMV school leavers. Established in April 2010, the programme adopts the Motor

Vehicle Mechanic syllabus which is endorsed by the Department of Skill Development (DSD) under the Ministry of Human Resources as well as the Mazda Master Programme inspired by MC Japan. This endorsement is an added value to the MAP and provides the local automotive industry with qualified and knowledgeable manpower.

The training does not only emphasize on workshop operations but also encompasses other positive virtues such as character-building, motivational talks and self-enhancement. Speakers or trainers from other automotive-related industries are also invited to give talks and share product knowledge with the apprentices as part of the programme.

The MAP training is conducted at the Mazda Training Centre in Petaling Jaya. Upon completion of the 2-year programme, candidates will receive the Malaysian Skills Certificate Level 1, 2 & 3 accredited by the Ministry of Human Resources. In addition to ensuring a steady supply of trained mechanics for Bermaz Motor Group's branches and dealers, MAP is also part of our long term Corporate Social Responsibility (CSR) commitment of giving back to the community.



MAP apprentices going through the training in a real working environment



MAZDA DIPLOMA IN VEHICLE SALES - The Mazda Retail Management Trainee Programme (MRMTP)

This programme is targeted at fresh graduates with diverse educational backgrounds, who have excelled academically and possess leadership qualities. In addition to performing their daily duties mainly in the Sales showroom, the candidates will also learn

the full spectrum of business operations such as Marketing, Accounts, Finance, Operations, Human Resources and After-Sales Service, amongst others. The training aims to equip candidates with the necessary skills to become effective line managers and leaders.

Upon successful completion, the candidates will be awarded a Diploma in Motor Retail Management. The 2-to-4-year programme is held in collaboration with the Institute of Motor Industry (IMI) United Kingdom.



Taking the message to the audience – Mazda representatives were on duty at job and education fairs to promote job vacancies and Mazda's education and training programmes.

Sports Toto Fitness Centre Goes Online

Sports Toto Fitness Centre (STFC) launched its website in June 2010 where members can check out the Group Exercise class timetable, updated on a weekly basis and other unique members-only features including:-

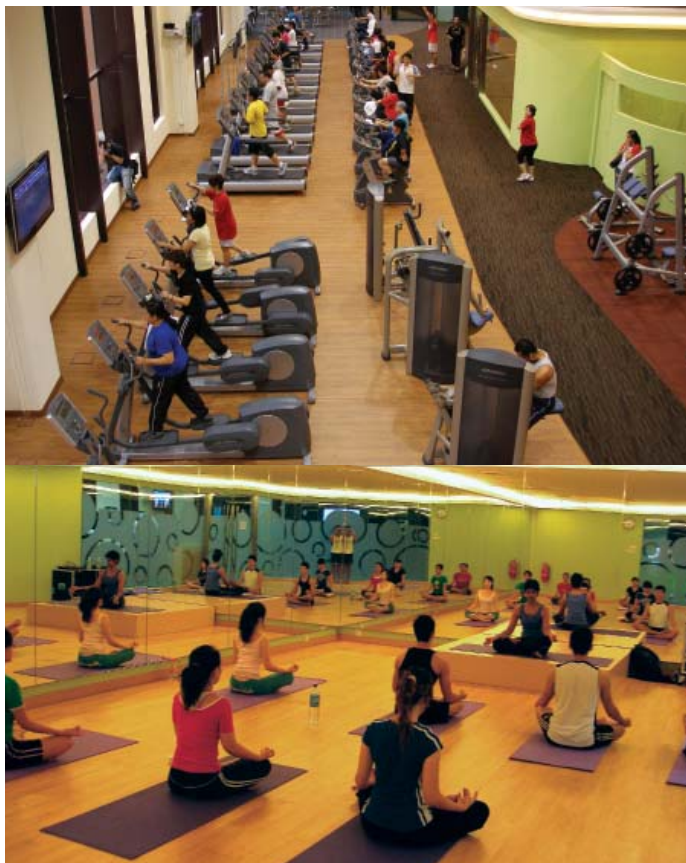
My Schedule – Just tag your favorite Group Exercise activities and we will keep you updated on the latest news or changes related to that class.

Fitness programme - Have your workout archived to track results and performance in your own personal web space.

Fitness tests - Pit your fitness against an industry standard fitness test. Do it yourself or with the help of our instructors in a series of challenges to determine how fit you are.

Personal Body Composition Analysis - Get your body composition reading done at STFC and have your data recorded. Now you can track past results and target future results.

STFC is also linked to 2 Facebook sites – **Sports Toto Fitness Centre** is our official Facebook site and the other, **Stfc Bts** is a fan



UNLEASH YOUR POTENTIAL

site created by an anonymous member. Do join our chat forums in these two sites!

In addition to these exciting new features, STFC also introduced Les Mills in May 2010, a globally recognized Group Exercise system provider to rock our classes with excitement and fun. We now have Les Mills' Body Combat and Body Step, with more to come.

Come visit us at 6th floor, Berjaya Times Square or log on to www.sportstotofitness.com.

Sports Toto Fitness' Biggest Loser



"Hi, I'm Nicholas Ng. Before joining the Sports Toto Fitness Centre (STFC) in April 2010, I weighed 98kgs and for my height and body frame that was considered obese. I have been large since I was 16 years old and finally in April 2010 I

made a choice to change my lifestyle and habits to become a healthier and slimmer me. Losing weight was not an easy task as it required determination, discipline and a lot of hard work but today I am much more confident, energized, healthier and slimmer than I have ever been.

I started attending fitness classes at STFC. I set a goal of how much weight I wanted to lose and was determined to put in 110% effort, work hard and consistently attend classes 7 days a week.

In the meantime, I also controlled my food intake, which was the most grueling part of it all for me. I opted for the lowest calorie foods; oats was my staple diet food for breakfast as it provided me with energy for the whole day.

Now that I've managed to achieve my desired weight of 70kgs, I still diligently attend classes and stick to my fitness and diet regime. Discipline, goal setting and determination should be applied to everything we do – "Do or Do Not. There is no try" as Master Yoda famously says in Star Wars.

I know some of my friends and colleagues thought I was crazy but they were very supportive of my efforts to reach my targets including the instructors at STFC who were always there to guide and advise me during my workouts."

Nicholas, MOL

Club Manager's Note: Nicholas has been diligently coming to the Gym almost everyday, sometimes up to twice a day. While he himself is an ambitious go getter in his career, he has found time to ensure that his fitness goals and weight loss targets were reached. If he can do it, you can too. STFC is located on the 6th floor. Come visit us now for a free trial workout.



1. July 2008 – Before joining the Sports Toto Fitness Centre.

2 & 3. Today - Fighting fit and fabulous.

Visit to Rumah Juara



Dato' Robin Tan and representatives of Berjaya with the children and caregivers of Rumah Juara.



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On 8 April 2010, Dato' Robin Tan and members of the Berjaya Cares Foundation visited Rumah Juara located at Petaling Jaya. Rumah Juara is a registered non-profit home established in 1998 and houses 34 children, from 4 - 18 years of age, in 2 adjacent houses - one for girls and another for boys.

After an introduction and brief tour of the home, Dato' Robin presented a contribution of RM20,000 to Pastor Elizabeth Ratnam, Administrator of the Home. Berjaya Cares Foundation also donated groceries and school bags to the children. They were also treated to a delicious spread from Papa John's Pizza and Krispy Kreme Doughnuts.

1. Dato' Robin Tan distributing 'ang-pows' to the children.

2. Dato' Robin Tan presenting the financial contribution to Pastor Elizabeth Ratnam.

3. Dato' Robin with some of the children of the Home.

4. The children enjoying Papa John's Pizza and Krispy Kreme Doughnuts.

School Items for Stepping Stones Living Centre

Berjaya Cares Foundation contributed school uniforms, shoes and bags to 53 children from Stepping Stones Living Centre in Taman Seputeh, Kuala Lumpur on 29 December 2010, as part of the Foundation's quarterly contribution initiative. It was a timely gift as the children needed new school uniforms and shoes for the new school year which started in January 2011.

In addition, the children were also treated to a delicious Kenny Rogers ROASTERS' lunch.

Representatives of Berjaya Cares Foundation with children of the Stepping Stone Living Centre



Bringing Ramadhan Cheer and Joy to Rumah Titian Kasih



1

In the spirit of the holy Ramadhan month, Berjaya Cares Foundation brought festive cheer and joy to 120 residents of Rumah Titian Kaseh in Taman Tasik Titiwangsa on 26 August 2010. Founded by Sharifah who is fondly known as Mak Pah, the Home houses orphans, single mothers, the physically challenged and old folks.

After a brief tour of the home, Dato' Robin Tan, Chairman of Berjaya Cares Foundation presented RM10,000 to the Home and also distributed "duit raya" packets to the residents, caregivers and volunteers. In addition to the financial contribution, Berjaya also contributed essential food and beverage items as well as household products such as detergents and toiletries.



2

3

1. Representatives from Berjaya and residents of Rumah Titian Kaseh.
2. Dato' Robin Tan presenting Berjaya's financial contribution to Sharifah, Founder of Rumah Titian Kaseh.
3. Distribution of duit raya.

Berjaya Cares Foundation Supports Pusat Jagaan Rumah Matthew, Rumah Victory Children and Rumah Victory Elderly



The generous contributions to Berjaya Cares Foundation's quarterly collections for Pusat Jagaan Rumah Matthew, Rumah Victory Children and Rumah Victory Elderly truly reflect the spirit of care and giving of Berjaya management and employees towards the needy.

On 25 May 2010, a group of Berjaya employees visited Pusat Jagaan Rumah Matthew, Rumah Victory Children and Rumah Victory Elderly to deliver food items and household provisions which included milk powder, biscuits, rice, oats, cooking oil and cleaning detergents, amongst other items contributed by Berjaya staff during the 2nd Quarter collection drive.

Upon arrival at the Homes, the Berjaya employees were instantly greeted by smiling faces of the residents and caregivers. They were grateful for our presence and contributions and we hope that these everyday essentials will help in the running of the Homes and support their residents. These Homes are largely dependent on charitable donations and voluntary contributions from corporate companies and individuals to sustain their operations.

Contributions to Rumah Victory Children.



Contributions to Rumah Victory Elderly.



Some of the items received for the three Homes.



Residents & caregivers of Rumah Victory Elderly helping to unload the items.



Birthday celebration at Rumah K.I.D.S.

Bringing the Spirit of Christmas to Grace Home and Rumah Kanak-Kanak Yang Ingin Disayangi (K.I.D.S.)



Berjaya Cares Foundation visited Grace Home and Rumah Kanak-Kanak Yang Ingin Disayangi (K.I.D.S.) in Klang on 17 December 2010. Managed by Grace Community Services, Grace Home houses 30 elderly, homeless and destitute women while Rumah K.I.D.S. provides for 60 orphaned, abandoned, abused & neglected children.

In addition to a cheque for RM40,000 which was presented by Dato' Robin Tan, Executive Director of Berjaya Corporation Berhad and Chairman of Berjaya Cares Foundation to both homes, Vivienne Cheng, Executive Director of Berjaya Corporation Berhad and Kenneth Chang, Executive Director of U-Mobile also distributed "red packets" to the residents, caregivers and volunteers of both homes. The Berjaya team also contributed essential items such as food and other household products. The residents and volunteers were then treated to a Kenny Rogers ROASTERS' lunch.



1. Dato' Robin Tan and Freddie Pang interacting with the children.
2. Chan Kien Sing and Rose Chung helping the children with the food.
3. Vivienne Cheng and Kenneth Chang distributing red packets to the children of Rumah K.I.D.S.

4. Dato' Robin Tan presenting a cheque to Rev. Henry K. Pillai, Founder of Grace Community Services.
5. Berjaya representatives with residents of Grace Home.
6. Dato' Robin Tan distributing red packets to the residents of Grace Home.



Berjaya Sponsors Food Distribution Programme by Padmasambhava Children Loving Association

Representatives of Berjaya Cares Foundation and children of the Padmasambhava Children Loving Association Klang.

Berjaya Cares Foundation, headed by Dato' Robin Tan, participated in a food distribution programme organized by Padmasambhava Children Loving Association Klang on 18 December 2010. He was joined by Nerine Tan, General Manager (Sales & Operations) of Sports Toto Malaysia Sdn Bhd, Kuok Wee Kiat, Director of Inter-Pacific Securities Sdn Bhd and Chock Eng Tah, Managing Director of KUB-Berjaya Enviro Sdn Bhd.

In addition to receiving groceries that will sustain them for a month, the 120 poor families were also treated to Kenny Rogers ROASTERS' Quarter Meals and Krispy Kreme Doughnuts.

Padmasambhava Children Loving Association Klang is a charitable home which houses 32 children and 5 single mothers.



1. Dato' Robin Tan distributing Kenny Rogers ROASTERS' meals to the poor.
 2. Kuok Wee Kiat and Chock Eng Tah (right) distributing angpows to the children of Padmasambhava Children Loving Association Klang.
 3 & 4. The families in need waiting to collect their monthly provisions.
 5. Groceries for the families in need.

Rumah Sentuhan Budi



On 3 December 2010, representatives of Berjaya Cares Foundation (BCF) visited Rumah Sentuhan Budi to present them with contributions collected from Berjaya staff for the Home. Items contributed included provisions like rice and other food stuff as well daily necessities like detergent and shampoo.

During the visit, BCF representatives were informed that the Home recently set up its own mini library and was seeking contribution of books for their library. BCF is happy to announce that it will be contributing books to the Home's mini library under BCF's Literacy Programme in 2011.



1. The items contributed by BCF.
 2. BCF members, staff of Rumah Sentuhan Budi and the lovely children.



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Contribution to Educare

On 18 December 2010, Berjaya Cares Foundation donated RM30,000 worth of school bags to 2,500 underprivileged students in Klang Valley as part of a noble cause which has been initiated and carried out by Yayasan Maha Karuna since 2001. Dato' Robin Tan presented the contribution at a presentation ceremony held at Sri Lanka Buddhist Temple in Sentul on 18 December 2010.

1. Dato' Robin Tan officiating the event.
2. School bags donated by Berjaya Cares Foundation.
3. Some of the children who received the contributions.

Children Enjoy a Day Out at Berjaya Times Square Theme Park

During the holiday season, 96 underprivileged children from 4 children's homes in Klang Valley were given a treat by Berjaya Cares Foundation to enjoy a day out at Berjaya Times Square Theme Park at Berjaya Times Square on 17 June 2010.

The children from Cempaka Welfare Home, Rumah Juara, Rumah Matthew and Rumah Sentuhan Budi were delighted to be given the opportunity to enjoy themselves at the indoor theme park. Nora, the Principal of Rumah Sentuhan Budi was grateful for the invitation as the children were thrilled at the thought of going to a theme park for the first time.

Upon arrival, the children and their caregivers were greeted and ushered to the theme park for a tour of the park followed by a safety and precaution briefing. Soon after, they dispersed into smaller groups guided by volunteers from Berjaya Corporation, Bukit Jalil Golf & Country Club, Kelab Darul Ehsan and Berjaya University College of Hospitality (BERJAYA UCH). The volunteers had a fun-filled time interacting with the children, especially the students from BERJAYA UCH who acted as big brothers and sisters to the children.



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After the exciting rides, the children were treated to lunch sponsored by Berjaya Times Square Hotel, Kenny Rogers Roasters and Papa John's Pizza. There was even a surprise birthday celebration for 8 children who were born in June and tele-matches organized by the Theme Park.

The children also received goodie bags packed with snacks, drinks, stationery sets, tumblers and towels courtesy of 7-Eleven, Sports Toto, Mazda and Borders.

1. The children from Cempaka Welfare Home, Rumah Juara, Rumah Matthew and Rumah Sentuhan Budi.
2. Adrian Chung, General Manager of Berjaya Times Square Hotel giving out presents to the birthday kids.
3. Birthday celebration for children born in June.
4. The children having fun playing the SkyScraper game.



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Starbucks Visits Rumah Anak Kesayangan

Starbucks Malaysia, together with students and lecturers from University Islam Technology Malaysia (UiTM) organised a 'buka puasa' event with the residents of Rumah Anak Kesayangan in Penang on 28 August 2010.

26 girls between the ages of 13 to 19 years old enjoyed a meal prepared by chefs from UiTM. 5 Starbucks partners spent half the day with the girls, helping them clean the Home for the Hari Raya celebration and also provided them with knowledge and information on coffee heritage and Starbucks.



Festive Spirit With Starbucks Genting

The Starbucks Genting team joined Genting Resorts World to host over 400 underprivileged children at a Christmas Party held at the Genting International Convention Centre (GICC) on 22 December 2010.

Children from National Autism Society of Malaysia, Thalassaemia Society of University Hospital, Kachin Refugee Community Centre from Kuala Lumpur, Compassionate Home from Subang Jaya, Dengkil Orphanage, Prima Selayang Learning Centre from Batu Caves and St Ignatius Church from Petaling Jaya arrived as early as 9.30am and were treated to a delicious breakfast prepared by Starbucks Coffee. The children enjoyed a fun-filled day at the Theme Park and also had their faces painted by face painting expert Felicia Loh and the team from The Art Mind Academy.

Guests-of-honour at the party were Puan Sri Cecilia Lim, wife of Genting Group Chairman and Chief Executive Officer Tan Sri Lim Kok Thay, and Genting Malaysia Berhad Executive Vice-President Kevin Sim.



All In Kind From Starbucks For Bukit Malut Fire Victims

On 31 December 2010, Starbucks partners in Langkawi distributed food and daily necessities to 59 families who were made homeless when a fire destroyed 58 houses in Bukit Malut, Langkawi on 29 December 2010.

Starbucks partners were at the site as early as 8.00am to distribute items including cooking oil, biscuits, instant noodles and soap, among many other items, to the victims. This initiative was in line with our guiding principles of giving back to the communities in which Starbucks operates. We connect, discover and respond to the needs of the neighbourhoods we serve and these initiatives are planned and implemented by our local partners.

Temporary shelters were provided by the Kedah state government for the fire victims. It took 40 firefighters more than an hour to bring the fire under control and prevent it from spreading to the other 243 houses and properties nearby.



Tanjung Rhu, Langkawi Beach Clean-Up

On 26 September 2010, Starbucks Malaysia partners and customers gathered to clean up Tanjung Rhu beach as part of their effort to make Langkawi an important ecotourism destination. The six-hour cleaning project saw volunteers starting the clean-up as early as 9am.

Starbucks invited the community to take part in the pro-environmental event to share their care for beach and marine life. Aimed at creating awareness among the younger generation on the importance of keeping the environment and country clean, this initiative reflects Starbucks' commitment towards protecting and preserving the environment.



The 30th Anniversary of the Terry Fox Run

On 7 November 2010, 24 Starbucks partners including District Manager, Effendi, participated in the annual Terry Fox Run at Taman Tasik Titivangsa.

Marking its 30th anniversary in 2010, The Terry Fox Run is an annual non-competitive charity event held around the world in commemoration of Canadian cancer activist Terry Fox, and his Marathon of Hope as well as to raise money for cancer research. Starbucks is the only F & B chain in Malaysia which participates in and supports the event every year. Proceeds from the purchase of t-shirts go to Cancer Research Initiatives Foundation (CARIF) to fund cancer research in Malaysia.

The event was founded in 1981 by Isadore Sharp, who contacted Terry in hospital by telegram and expressed his wishes to hold an annual run in Terry's name to raise funds for cancer research. Since its inception, it has raised over C\$340 million (Canadian Dollars) via the 'Terry Fox Foundation'.



7-Eleven Community Cares Raises RM120,000 For Welfare Homes



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1. Tan U-Ming (right), Director of 7-Eleven Malaysia handing over a mock cheque to the founder of Harvest Centre, Elisha Satvinder and his wife Petrina Shee, witnessed by students from the Centre.

2. Ng Su Onn receiving 7-Eleven's awards from YB Senator Dato' Sri Idris Jala at the MRCA Awards banquet.

7-Eleven recently raised RM120,000 in 6 months for selected welfare homes as part of its Community Cares campaign launched in May 2010, where customers were encouraged to donate their spare change into donation boxes in-store.

The Society for the Severely Mentally Handicapped, Rumah Anak Yatim Amal Belaian Kasih (RABEKA) and Harvest Centre were selected as the seed fund beneficiaries for the collected funds.

7-Eleven Community Cares is a non-profit entity set up to implement 7-Eleven Malaysia's corporate social responsibility and philanthropic initiatives. The company has a strong fundamental belief in giving back to society, with a commitment to support underprivileged groups and to sustain environmental conservation efforts at local community levels.

Ng Su Onn, Executive Director of 7-Eleven Malaysia said, "As the largest convenience chain-store nationwide and worldwide, we feel that we have the resources to support the success of these charity efforts by providing means for these welfare organizations to collect the funds that will benefit many lives. The main objective for this endowment is to create a more stable funding source or a perpetual fund to help these grassroots welfare homes in resolving its financial needs and sustenance."

Ng Su Onn and Tan U-Ming, Director of 7-Eleven Malaysia recently visited each welfare home and handed them a cheque of RM40,000 each.

On another note, 7-Eleven Malaysia was recently awarded three major awards – the "Super Star of 2010 Award", the "Achiever Award" and the "National Sales Growth, Platinum Award" by the Malaysian Retailer Chains Association (MRCA). The awards were presented to Ng Su Onn by YB Senator Dato' Sri Idris Jala at the MRCA Awards banquet on 29 October 2010.

MRCA recognizes outstanding retail chain members who have contributed to the advancement of the retail chain industry in Malaysia with the annual MRCA Awards.

MRCA has more than 200 by-invitation only members and represents more than 6,500 retail outlets. 7-Eleven Malaysia has been a member of MRCA since 2008.

1. Starbucks partners presenting Hari Raya gifts to a representative of Rumah Anak Kesayangan.
2. Group photo session with UiTM students and lecturers.
3. Starbucks partners breaking fast with residents of Rumah Anak Kesayangan.
4. Children queuing for their Starbucks breakfasts in Genting.
5. Starbucks partners and some of the underprivileged children in Genting.
6. Starbucks partners distributing food and daily necessities to victims of the fire.
- 7, 8 & 9. The Langkawi beach clean-up by Starbucks partners.
10. Terry Fox Run.

BERJAYA University College of Hospitality Organizes Charity Event for Learning Disabilities



Dean of the School of Tourism, Arts and Culture Management, Prof. Abdul Hamid witnessing the cheque presentation from BERJAYA UCH Chief Operating Officer, Mae Ho (right) to GOLD Programme Coordinator, Juairiah Johari (centre).

BERJAYA University College of Hospitality (BERJAYA UCH) students showed their support for Learning Disabilities by organizing a charity event called "Cirque de L'amour" (Circus of Love) on 25 October 2010.

Students from the Bachelor of Events Management (Honours) and Diploma in Events Management worked tirelessly with their lecturers to organize this charity event themed as "Clowning for Love" to raise funds for the guided training and activities at the Children Creative Centre (Kompleks 3C) in Bandar Sunway.

This event was officiated by Freddie Pang, Executive Director of Berjaya Corporation Berhad and attended by Juairiah Juhari, Programme Coordinator of GOLD (Generating Opportunities for Learning Disabilities), sponsors of the event, member of the media and BERJAYA UCH staff and students.

The event, aimed at engaging students through personal and direct learning experiences, was part of the requirements for Special Event Management and Mechanics of Event Planning for the Diploma and Degree students respectively.

To raise funds, the students sold cups specially designed and handmade by teenagers from the GOLD programme. This programme allows special needs teenagers to find an area of interest and fine-tune their living skills.

Fairy Tales Come Alive in Wonderland

On 6 August 2010, Berjaya Group hosted a mesmerizing evening of music and melody for the children of Harvest Centre as well as its corporate guests at the Black Box Theatre, Solaris Dutamas.

The audiences were captivated by the magical whimsical musical "Always in Wonderland?". With a perfect combination of fairy tale characters and timeless songs of the 80s, the unique and refreshing musical lived up to its promise of being a riot of colour, songs, dances, and laughs.



Berjaya staff and some of the invited guests.



Children of Harvest Centre and the colourful characters of "Always in Wonderland?"



Berjaya staff and the cast of "Always in Wonderland?"

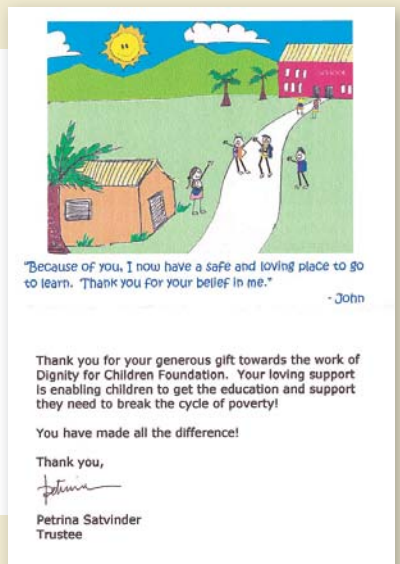
Toy Story 3 Movie Treat For Underprivileged Children

In support of Dignity for Children Foundation's annual fund raising charity event for Harvest Centre. Berjaya Cares Foundation sponsored tickets for children and their caretakers from Pusat Kebajikan Good Shepherd, Assunta Children's Society and Special Needs Centre to enjoy a charity premiere screening of Disney/Pixar's new animation **Toy Story 3** in 3D at the Golden Screen Cinemas, Mid Valley Megamall on 16 June 2010.

The children were among the first to watch the movie which opened in cinemas nationwide on 17 June 2010.

Harvest Centre, operated by Dignity for Children Foundation is a dedicated learning centre providing and advocating quality education for underprivileged children.

Thank You card from Dignity for Children Foundation.



Cervical Cancer Talk



At the "Cervical Cancer and Other HPV-Related Diseases" talk.

More than 70 Berjaya employees attended the "**Cervical Cancer and Other HPV-Related Diseases**" health talk held on 29 July 2010 at Berjaya Times Square. Organised by Berjaya Cares Foundation in collaboration with Merck Sharp & Dohme (MSD) Malaysia, the informative and interactive session clarified the common misconceptions about cervical cancer, the second most common cancer in Malaysia after breast cancer, and enlightened the audience on the causes, symptoms and ways to prevent against this deadly disease.

Breast Cancer Awareness Month

In conjunction with Breast Cancer Awareness month in October 2010, Berjaya Cares Foundation, in collaboration with the Breast Cancer Welfare Association (BCWA), organized a breast cancer awareness talk on 27 September 2010 at Berjaya Times Square.

About 70 Berjaya employees and students from Berjaya University College of Hospitality attended the informative session conducted by Sarah Chee, a BCWA volunteer and breast cancer survivor. The talk provided an overview of breast cancer, how to conduct breast self examinations and the importance of early detection of abnormal changes in the breast.

Sarah Chee addressing the audience.



Financial Planning Talks



Ms. Carol Yip addressing the audience at her talks

On 28 October 2010, Berjaya Cares Foundation invited Ms Carol Yip, author, financial coach and certified financial planner to present a talk entitled "**Have You Planned Your Financial Nest Egg?**" to all Berjaya employees. Subsequently, Ms Yip was invited again to present a talk entitled "**Career, Money and You**" to Berjaya University College of Hospitality students on 4 November 2010. More than 50 employees and students benefited from these informative sessions.

Kenny Rogers Roasters' Public Health Talk 2010

At Kenny Rogers ROASTERS, we know that prevention is better than cure. We also know that you are as healthy as what you eat - the importance and benefits of healthy eating is monumental to good health. That is why Kenny Rogers ROASTERS organized the Public Health Talk 2010 campaign in July and September 2010.

The campaign was a series of talks conducted by professional healthcare consultants, Dr. Edward Mah, Dr. Haizal Haron and Dr. Kwan Keat Loong, each relating to preventive healthcare for the heart and gastrointestinal functions through healthy eating.

More than 60 people attended the talks and were given free basic health screenings to gauge the condition of their health. This exercise was organized to educate and remind members of the public on how eating patterns can directly affect their quality of life.



At the Public Health Talk 2010 event at KRR, Subang Parade on 29 July 2010.



At the Public Health Talk 2010 event at KRR, Berjaya Times Square on 28 September 2010.

ROASTERS Chicken Run 2010 Raises RM60,000 For the NKF

Good health resonates very strongly with the brand philosophy of Kenny Rogers ROASTERS (KRR). As important as it is to maintain healthy eating, it is also crucial that people are well-equipped with health awareness. The ROASTERS Chicken Run 2010 saw a turnout of 3,000 runners and raised RM60,000.

On 26 August 2010, KRR visited the National Kidney Foundation (NKF) to present the proceeds collected from the ROASTERS Chicken Run which will go towards organizing more awareness drives and up-keeping their facilities to serve more than 1,300 kidney patients who rely on their facilities and services.



Dato' Francis Lee, Executive Director of Berjaya Foods Bhd (3rd from right) presenting a token of appreciation to a representative of the National Kidney Foundation.



Dato' Francis Lee having a chat with a dialysis patient at the NKF facility.

The Edge-Bursa Malaysia Kuala Lumpur Rat Race 2010



This year, Berjaya continued its support of The Edge-Bursa Malaysia Kuala Lumpur Rat Race, an annual corporate charity run jointly organised by The Edge and Bursa Malaysia.

The 11th edition of the run saw Berjaya fielding a team of 5 runners for the 4.5km Main Race under the Mixed Category; while Inter-Pacific Securities' General Manager, Tan Mun Choy participated in the 1km CEO Race. The hot weather did not stop the high-spirited Berjaya Rats from finishing in 5th place among 71 teams in the same category.

The event which was held on 3 August 2010 at Bursa Malaysia raised a record-breaking sum of RM1,752,000 for 20 beneficiaries.

Congratulations to the team on their excellent performance!

The Berjaya Rats.



A Berjaya employee being attended to by a staff nurse from Pusat Darah Negara.

Blood Donation Drive by Berjaya Cares Foundation

Berjaya Cares Foundation in collaboration with Pusat Darah Negara organized a Blood Donation Drive on 30 June 2010 at Berjaya Times Square for Berjaya employees and members of the public.

More than 80 people donated blood during the Drive, one of the many corporate social responsibility initiatives held on a quarterly basis as part of Berjaya's efforts in contributing to society.

Donors were happy to be part of this noble cause. Doctors, nurses and staffs from Pusat Darah Negara were on hand to provide support and encouragement to the participants who each received a certificate of appreciation.

“Adopt A Tree” With Bukit Jalil Golf & Country Resort

On 9 August 2010, Bukit Jalil Golf & Country Resort launched an “Adopt A Tree” tree planting project to encourage its members and the public in general to help reduce carbon emission by planting trees. 150 trees were planted that day in conjunction with the launch.

The spirit of gotong-royong at the “Adopt A Tree” ceremony.



A Remarkable School Holiday at Bukit Kiara

In conjunction with the school holidays, Bukit Kiara Equestrian & Country Resort organized a Kid Sports Day on 15 June 2010. Approximately 20 children aged between 6 to 12 years old participated in the activities which included swimming, badminton and bowling clinics as well as equestrian activities.

Besides teaching about team work, building self esteem and coping with tough challenges, the camp also fostered good friendship among the participants.

Children being taught how to groom and care for ponies.



Sports Toto Supports DBKL – Paralympics Carnival

Sports Toto showed its commitment as a responsible corporate citizen by supporting the DBKL – Paralympics Carnival held on 24 and 25 July 2010.

Sports Toto contributed RM13,000 in cash and kind for the 2-day carnival which was jointly organized by Kuala Lumpur City Hall (DBKL) and Malaysian Paralympics Council.

Motivated by a desire to excel, over 350 disabled participants from around the country gathered at the Cheras Football Stadium and Cheras Badminton Stadium to compete in sporting events which included athletics, swimming, football, badminton, cycling, canoeing and basketball. The carnival was successfully carried out with the help of 400 volunteers mainly from the Teachers’ Training College as well as 20 volunteers from Sports Toto.

The closing and prize-giving ceremony was attended by YB Senator Dato’ Sri Shahrizat Bt Abdul Jalil, Minister of Women, Family and Community Development.



1. YB Dato’ Shahrizat sharing a light moment with the participants of the Paralympic Carnival.
2. The prize-giving ceremony.
3. Participants competing in one of the events.

Sports Toto's Ice-Cream 4U Charity Concert Raises RM512,000 for Charity

Sports Toto proudly presented the Ice-Cream 4U Charity Concert for the second consecutive year. Held on 23 October 2010 at Stadium Badminton Cheras Kuala Lumpur, the charity concert was aimed at raising funds in aid of Pusat Penjagaan Kanak-kanak Cacat Taman Megah and Dignity for Children Foundation.

Initiated by Malaysian artistes Jet Yi, Fish Leong and Lee Sinje, a series of roadshows and charity events were arranged to create public awareness for this fund-raising concert.

A total of RM510,097.02 was raised through the sales of tickets, merchandise, public donations and sponsorships.



1. Dato' Robin Tan and Fish Leong announcing the amount of donations collected.

2. From L-R : Fish Leong, Jet Yi and Lee Sinje during one of the charity events.

Sports Toto Supports NS Royal Sevens Rugby Tournament



During the cheque presentation ceremony for the 12th NS Royal Sevens Rugby Tournament.

Power NS Royal Sevens Rugby Tournament received RM5,000 sponsorship from Sports Toto for its 12th edition of the tournament.

The sponsorship was presented by Sherifah Hanom, Assistant Manager (Communications) to YAM Tunku Naquiddin ibni Tunku Abdul Ja'afar, patron of Negeri Sembilan Rugby Union, at the Royal Selangor Club Kuala Lumpur in June 2010.

YAM Tunku Naquiddin ibni Tunku Abdul Ja'afar, in his welcome speech thanked Sports Toto and other sponsors for their continuous support and said that the tournament was relevant to the high standards currently prevalent in Malaysia. He hoped the rugby tournament would encourage more youth to take up the game and more good players would emerge from it.

The tournament, held at the Seremban City Council field on 3 and 4 July 2010, saw the participation of 8 top clubs with professional players from Fiji, local teams – Cobra, NS Wanderers, Sandakan Eagles, ASAS and Sibul as well as national teams from Singapore and Chinese Taipei.

The Cobra team emerged as the overall tournament champion for the second consecutive year.

Yayasan Jantung Negara's World Heart Day

Sports Toto proudly contributed RM5,000 worth of goodies to the Yayasan Jantung Negara for its Walk-A-Mile campaign held at Titiwangsa Lake Gardens in conjunction with World Heart Day celebration on 26 September 2010.

There were a series of programmes during the event which included an exercise session, walk-a-mile around the lake, a health talk, silat and dance performances as well as a lucky draw.

Participants of the Walk-A-Mile campaign.

