

7-Eleven Signs MoU with Pernama to Offer Franchise Programme to 100 Ex-Servicemen

On 21 December 2009 7-Eleven Malaysia formalized a joint collaboration with Perwira Niaga Malaysia (PERNAMA) to offer at least 100 ex-servicemen resettlement opportunities with job placement at 7-Eleven stores, with the aim of becoming a 7-Eleven franchisee. (Continued on page 3)

Fr L-R: Tan Sri Dato' Seri Vincent Tan, Chairman of 7-Eleven Malaysia Sdn Bhd, Mr Ng Su Onn, Executive Director of 7-Eleven Malaysia Sdn Bhd, Datuk Ab Wahab Bin Khalil, General Manager of PERNAMA and Jeneral Tan Sri (Dr) Dato' Paduka Mohamed Hashim Bin Mohd Ali, Chairman of PERNAMA



Launch of The Pavilion Sales Gallery, Thach Ban Garden City, Hanoi

The Pavilion Sales Gallery, Thach Ban Garden City, Hanoi, Vietnam was launched on 17 December 2009 and was attended by invited guests and VIPs who included Her Excellency Dato' Lim Kim Eng, Ambassador of Malaysia to Socialist Republic of Vietnam, Mr. Do Manh Hai, Vice Chairman of the Long Bien District's People's Committee; Mr Nguyen Manh Ha, Director of the General Housing and Real Estate Management Department, Ministry of Construction; Mr. Pham Cao Nguyen, Ex-Director of HaNoi Department for Natural Resources, Environment and Land; Madam Ngo Thi Hue, Chairman of Berjaya - Handico12 Co., Ltd; and Dato' Francis Ng Sooi Lin, CEO of Berjaya Land Berhad and General Director of Berjaya - Handico12 Co., Ltd.



Ribbon-Cutting Ceremony marks the official opening of the Pavilion Sales Gallery, Thach Ban Garden City, Hanoi, Vietnam.

(L-R): Her Excellency Dato' Lim Kim Eng, Mr. Do Manh Hai, Dato' Francis Ng Sooi Lin, Madam Ngo Thi Hue, Mr. Nguyen Manh Ha and Mr. Pham Cao Nguyen.

The official opening of the sales gallery is a testament of Berjaya's successful venture into Vietnam. The gallery is an extensive information center for the entire development in Thach Ban called Thach Ban Garden City, Long Bien District of Hanoi. The event was followed by a tour of the sales gallery and show units of the Canal Park, which consists of 2 and 3 bedroom apartments and lunch. (Continued on page 3)

The Pavilion Sales Gallery, Thach Ban Garden City, Hanoi, Vietnam

CHAIRMAN'S MESSAGE

2009 was indeed another eventful and successful year for the Group. The year saw the expansion of the Group's ventures locally and abroad.

Changan Berjaya Auto Sdn Bhd, the officially distributor for Chana Era vehicles, launched its first two models, the zippy Era CV6 hatchback and the Era CM8, a family sized Multi Purpose Vehicle in January 2009. We also signed a Memorandum of Understanding with market representatives from other nations, making Malaysia the export hub for Change Era's right-hand drive vehicles for ASEAN, South Africa and other right hand drive markets. The Group had also officially unveiled the much-anticipated Mazda3 Sport at the Mazda Motor Show in Berjaya Times Square on 5 June 2009, at an event which was graced by KDYTM Tengku Mahkota Pahang, Tengku Abdullah Ibni Sultan Haji Ahmad Shah and Mr. Yuji Nakamine, Managing Executive Officer, Overseas Sales Division, Mazda Corporation Japan. Other models launched in 2009 included the Mazda CX7 and face-lifted Mazda CX9. For 2010, we will be launching more new models such as the Mazda2, Mazda8 and the new face-lift version of the Mazda6.

In the food and beverage sector, we successfully launched the Papa John's Pizza flagship store at Berjaya Times Square on in January 2009 which was followed by the opening of the second outlet at IOI Mall in Puchong in March 2009. Today, there are four Papa John's restaurants located in main shopping malls in the Klang Valley including at Aeon Bukit Tinggi, Klang and Sunway Pyramid. We also celebrated the opening of Krispy Kreme's flagship store at Berjaya Times Square in April 2009, which was officiated by His Excellency, Mr. James R. Keith, US Ambassador to Malaysia and Mr. Jeff Welch, President of Krispy Kreme International. Two more stores were subsequently opened in June and October of 2009 in Mid Valley Megamall and Sunway Pyramid shopping mall respectively.

The third quarter saw many firsts including the

introduction of Berjaya Air's new ATR-72 aircraft on 1 September 2009. In the same month, Berjaya Hotels & Resorts underwent a brand re-structuring and property re-naming exercise to carve out a clearer brand direction in view of the Group's upgrading of its properties to a consistent 4-star category.

In the property sector, we have launched our maiden residential projects with huge success in Bien Hoa, Dong Nai Province and Hanoi. The first phase of the Amber Court apartments in Bien Hoa was completely sold out within days of the launch and the Canal Park apartments in Thach Ban Garden City, Hanoi were very well sold with only a few units left. We are now planning the launch of the second phase of both developments in 2010.

One significant milestone achieved in the consumer sector is Cosway Malaysia's successful injection into Cosway Corporation Ltd. (HK) in December 2009. Cosway, a successful home grown direct selling company which has presence in 9 countries worldwide, is on its way to becoming one of the largest players in the world with its aggressive expansion plans into USA, Japan and Europe in 2010.

We are proud of the companies and individuals who have been acknowledged for their hard work and dedication. Berjaya Corporation and Berjaya Starbucks Coffee received the Conglomerate and Product Branding Awards respectively at the BrandLaureate Awards Presentation 2008-2009 organised by the Asia Pacific Brands Foundation. I am truly humbled to have also received the BrandLaureate Personality Award at the presentation ceremony. Sports Toto was honoured with the KPMG Shareholder Award 2008 in the Leisure Category whilst Berjaya Langkawi Resort was bestowed the 2009 Agoda Gold Circle Award by Agoda.com. 7-Eleven Malaysia Sdn Bhd was the winner in the 'Best Sales Growth Category' and a

finalist in the Master Franchisee of the Year and Best Outlet Growth categories at the Franchise Awards Nite 2009 whereas Roasters Asia Pacific (RAP) was awarded the Master Franchisee of the Year 2009.

Students of Berjaya University College of Hospitality also made headlines when they beat 150 other participants to win coveted medals in the Culinaire Malaysia 2009 competition organized by the Malaysia Association of Hotels in collaboration with the Chefs Association of Malaysia and the Malaysian Food and Beverage Executive Association.

I am indeed proud of all our achievements throughout the year but most proud of our long standing tradition of contributing towards the underprivileged through the respective companies and Divisions in the Group. We have successfully given back to the society by assisting at welfare homes and orphanages, contributing towards causes for the environment and providing assistance and funds for various charitable, medical, educational purposes and for the purposes of preserving and promoting Malaysian arts, culture and heritage for the benefit of all Malaysians. As part of the Group's many CSR initiatives, we recently set-up the Sports Toto Fitness Centre to promote a healthy lifestyle and well-being of our employees. The 16,000 square foot, RM3.8million state-of-the-art fitness centre is located on the 6th Floor of Berjaya Times Square, making it easily accessible to our employees within and around the city.

As we move into 2010, I would like to encourage everyone to work harder towards achieving your targets and goals, individually and as a team to make this a more promising year for all of us at Berjaya. At the same time I urge you to try and find the work-rest balance to ensure good health and well-being. Have a great year ahead.

*Tan Sri Dato' Seri
Vincent Tan Chee Yioun*



Performance of Companies for the 2nd Financial Quarter 2010 (Unaudited) Ended 31st October 2009

Company	Revenue	Profit Before Tax
	3 Months Ended 31st October 2009 (RM'000)	3 Months Ended 31st October 2009 (RM'000)
Berjaya Corporation Berhad	1,617,638	178,414
Berjaya Land Berhad	983,068	112,887
Berjaya Sports Toto Berhad	857,105	147,437
Berjaya Assets Berhad	72,224	5,869
Berjaya Media Berhad	11,336	134

Amber Court, Bien Hoa City Square Receives Overwhelming Response During Sales Launch

Berjaya - D2D JV. Co. Ltd. successfully launched Amber Court, the first development ever launched in Bien Hoa City Square. Invited guests, current and potential customers as well as media representatives attended the sales launch which was held from 15 until 17 October 2009.

The exclusive 2 and 3 bedroom, 17-storey residential development, located at Vo Thi Sau Street, Thong Nhat Ward, Bien Hoa City, is made up of 116 modern dwelling units and includes facilities and amenities such as vehicle parking lots and a multi-purpose hall. The sales launch concluded with 100% of the units being successfully sold within the first 3-days of launching.



1 & 2. Sales Launch of Amber Court, Bien Hoa City Square.
3 & 4. Interior - Amber Court, Bien Hoa City Square

7-Eleven Signs MoU with Pernama to Offer Franchise Programme to 100 Ex-Servicemen

(continued from page 1)

In the first phase of the collaboration, 7-Eleven Malaysia will provide 3 months' on-the-job training for candidates selected by PERNAMA. Upon completion of the training, the candidates can choose to work as a Store Manager with 7-Eleven or to operate an existing 7-Eleven store on a franchise basis.

Being a fully-owned subsidiary of Lembaga Tabung Angkatan Tentera (LTAT), PERNAMA is responsible for the welfare and resettlement of the ex-servicemen back to civilian life, and to explore avenues for ex-servicemen to venture into businesses of their own. PERNAMA will make financial arrangements through establishments specializing in local entrepreneur development such as Perbadanan Usahawan Nasional Berhad (PUNB), and/or Small & Medium Enterprise Corporation Malaysia (SME Corp).

Representing 7-Eleven Malaysia at the Memorandum of Understanding (MoU) signing ceremony was its Executive Director, Mr Ng Su Onn, whilst Datuk Ab Wahab Bin Khalil, General Manager of PERNAMA signed on behalf of PERNAMA. The ceremony was officiated and witnessed by YBhg. Jeneral Tan Sri (Dr) Dato'

Paduka Mohamed Hashim Bin Mohd Ali, Chairman of PERNAMA and Tan Sri Dato' Seri Vincent Tan, Chairman of 7-Eleven Malaysia Sdn Bhd.

Under this collaboration, the selected candidates for the 7-Eleven franchise programme will receive financial support to fund the franchising fee of RM100,000 and approximately another RM100,000 investment in the store's inventory. The balance RM50,000 security deposit will be provided by PERNAMA in the form of corporate guarantee.

7-Eleven Malaysia will become a wholly owned subsidiary company of Berjaya Retail Berhad upon listing on the Main Market of Bursa Malaysia Securities Berhad in first half of 2010. The target for franchising through PERNAMA is set at 100 7-Eleven stores with 50 Franchisees by the end of 2010.

To find out more about 7-Eleven Franchise Programme, please log on to www.7Eleven.com.my.

Launch of The Pavilion Sales Gallery, Thach Ban Garden City, Hanoi (continued from page 1)



Scale model of Thach Ban Garden City, Long Bien District of Hanoi.



3-Bedroom show unit, Canal Park, Thach Ban Garden City.

Congratulations to Roasters Asia Pacific (Cayman) Ltd, which was recently awarded the Master Franchisee of the Year 2009. Presented by Y.B. Dato' Sri Ismail Sabri bin Yaakob, Minister of Domestic Trade, Co-operatives and Consumerism on 18 November 2009, the award marked another success of the company to continuously soar to greater heights.

1. The Master Franchisee of the Year 2009 Award Presentation (L-R): Dato' Francis Lee, Director of RAP and Y.B. Dato' Sri Ismail Sabri bin Yaakob

2. Mr Luis Daniel, General Manager of ROASTERS Asia Pacific; Dato' Francis Lee and Mr. Lee Siew Weng, Senior General Manager of Berjaya Roasters (M) Sdn Bhd at the Malaysian Franchise Awards Nite 2009.

Malaysian Franchise Awards Nite 2009



Cosway (M) Sdn Bhd Set to Transform Cosway Corporation Limited into Significant Global Network Marketing Player

On October 13, 2009, Cosway Corporation Limited ("CCL") (formerly known as Berjaya Holdings (HK) Limited and Berjaya Corporation Berhad ("BCorp"), the parent company of both Cosway (M) Sdn Bhd ("Cosway (M)") and CCL announced what essentially is an internal re-organisation for BCorp but with significant positive benefits for CCL, its listed subsidiary on the Stock Exchange of Hong Kong Limited ("HKSE").

Under the CCL Re-Organisation Plan, BCorp injected its entire 90% stake in Cosway (M), for RM900.0 million (valuing the entire company at RM1.0 billion) which was settled by a combination of new issue of CCL shares of HK\$0.20 par, new ICULS ("Irredeemable Convertible Unsecured Loan Securities") and a small portion in cash (RM44.7 million).

CCL held its Extraordinary General Meeting on 23 November 2009 to approve the above. The Re-Organisation plan was successfully completed on 8 December 2009 and BCorp (through its subsidiary companies) now has a combined 73.38% in CCL.



CCL has been well received by the market. This is evident from the current share prices of around HKD1.00 per share, more than five-fold increase. At the current price and on a fully diluted basis, CCL's market capitalization will be approximately HKD12.6 billion or about RM5.6 billion.

Fitness Arrives at Times Square

The Berjaya Group welcomes the latest and highly anticipated addition to its fold, Sports Toto Fitness Centre ("ST Fitness Centre").

The ST Fitness Centre was officially opened by Y.B. Dato' Wira Chor



Chee Heung, Deputy Minister of Finance on 8 March 2010. The Centre is one of the Group's Corporate Social Responsibility ("CSR") initiatives in the workplace to promote a healthy lifestyle and well-being of employees. The setting up of the Centre was mooted by Tan Sri Dato' Seri Vincent Tan who said, "Staff welfare has been accorded high priority in Berjaya. We are constantly striving to improve the quality of life in the workplace by focusing on our employees' well-being and career development through regular health talks, free health screenings as well as training and development programmes on a regular basis for the benefit of our employees".

Located on the 6th floor of Berjaya Times Square and occupying a sizeable area of 16,000 sq. ft, the Group had incurred approximately RM3.8 million to equip the Centre with state-of-the-art equipment including 34 cardio vascular machines of one of the best brands in the world, Life Fitness. With its world renowned award winning treadmills, steppers, stationary bikes, cross trainers and one of the world's most popular rowers, the Concept 2, there is something for everyone.

Strength and body building enthusiasts can look forward to having a complete and spacious free weights area and an array of selectorised pin loaded weight machines and cable cross over machines to choose from.



Some of its world class features include 3 sizable Group Exercise studios with a capacity of up to 30 persons per studio. It has a body and mind yoga Zen studio, a main multi function Viva Studio and an ultra sleek disco Spin studio that will ensure participants experience an out-of-this-world workout.



The Gym also boasts an impressive in-house entertainment system of up to 12 entertainment channels on the cardio machines that will make workouts a breeze and less boring. Imagine watching a whole episode of American Idol while working out! Certified professional trainers are on hand to provide training and guidance to members.

Berjaya staff need only pay a nominal fee to use this facility. To date, about 500 staff have signed up to join the Centre.

4



Golfing for Charity at Staffield

In conjunction with the Deepavali celebration, members and the management of Staffield Country Resort jointly organized the Deepavali Classic Golf 2009 on 13 November 2009 in aid of charity. Approximately 140 golfers participated in this annual event to raise funds for baby Thivashini who has had medical complications since birth. A total of RM6,000 was collected.

Staffield Country Resort also organized the inaugural Staffield Media Golf 2009 on 20 December 2009 which brought together avid golfers from the media and corporate sponsors to foster better ties between the media and club as well as to thank the media for their continuous support over the years. Proceeds from the friendly tournament, amounting to RM580, were donated to Rumah Amal Hembusan Bayu, a home for orphans and underprivileged children.



1. Ms Malar receiving a cheque of RM6,000 on behalf of baby Thivashini.

2. Media Golf 2009 participants.

2

Christmas and New Year Charity Party at Bukit Kiara

In conjunction with the Christmas and New Year celebrations, Bukit Kiara Equestrian & Country Resort organized a tea party on 30 December 2009 for 35 children from the Sinthamani Divine Life Ashram. The children, aged between 5 to 13 years old, were given rides on horse carriages and entertained by a clown with fun games and Christmas songs. The children feasted on a sumptuous hi-tea before receiving goodie bags from Santa Claus. Sinthamani Divine Life Ashram is an orphanage located at Jinjang Selatan, Kuala Lumpur.

Children from Sinthamani Divine Life Ashram posing with the horse carriage.



Christmas Wishlist Presents For Asrama Desa Pukak Kids, Sabah

In keeping with the tradition of remembering the less fortunate during the festive season, Kelab Darul Ehsan pitched in their efforts to fulfill the Christmas wishes of the kids from Asrama Desa Pukak in Sabah. Gifts bought for the kids were handed over to the director of Asrama Desa Pukak during a luncheon at the Duyong Restaurant. Asrama Desa Pukak is a hostel for primary school children located in the village of Pukak, Sabah. It is managed by the Pusat Kebajikan Good Shepherd, under the auspices of the Good Shepherd Sisters.

Staff and management of Kelab Darul Ehsan handing over the gifts to the Good Shepherd Sisters.



Enlightening Moments with Krispy Kreme @ the Borders Story Telling Session

On 12 December 2009, Krispy Kreme's Santa Claus made his appearance at the Borders storytelling and craft session at Borders, The Gardens, Kuala Lumpur by distributing sweets and balloons to children from two homes. Organised by Borders and the Berjaya Cares Foundation, 40 children from Rumah Titian Kaseh, Titiwangsa, Kuala Lumpur and Chempaka Welfare Home, Petaling Jaya, Selangor attended the session during which they were entertained with stories and craft activities. Krispy Kreme also served a variety of its specialty doughnuts during the event.

Children from Rumah Titian Kaseh and Chempaka Welfare Home, with Tuan Mochtar, a children's fiction author and Krispy Kreme's Santa Claus.

Promoting Cancer Awareness through Non-Competitive Run

In support of cancer awareness, a team of 25 Starbucks Coffee partners participated in the annual non-competitive run, Terry Fox Run on 1 November 2009 at Lake Gardens, Kuala Lumpur. The run was held in remembrance of Terry Fox, a cancer activist well-known for his cross-country marathon with a prosthetic leg to raise funds for cancer research. His perseverance and tireless determination became an inspiration for many.



Starbucks Coffee partners' participation at the meaningful event.

Visit to the National Museum for Less Privileged Children

Continuing Starbucks' active involvement in local communities, partners under Mr. Khan's district fulfilled their promise to bring the children from Rumah Kami, Kajang to visit the National Museum, Kuala Lumpur on 23 November 2009. Much to their surprise, they were given free entry by the museum officials and also received a special guided tour and souvenirs from the museum.



1, 2 & 3. Starbucks Coffee partners and the kids at the National Museum.

Caring Initiatives Sow Seeds



1 & 2. Groceries donated monthly to Shammah's Home by Starbucks Coffee.

Starbucks™ Shared Planet™ Community Involvement award winner, District Manager Mr. Ramesh and his team of store managers from Penang have made good progress in their efforts to alleviate the burden of a family whom they have adopted. For the last 1 ½ years, the district has been steadfast in carrying out their duty as caring partners at Shammah's Home, a children's shelter.

The team has helped plant vegetables at the home which now produces fresh chillies, eggplants, carrots and herbs for the family's consumption. It is one of the initiatives carried out to reduce their monthly expenses on top of the weekly grocery collection from a nearby hypermarket.



6

Kenny Rogers ROASTERS' Wishing Tree Project Brings Cheers & Smiles to the Little Ones

Kenny Rogers ROASTERS' Wishing Tree project, in its fifth consecutive year, was held from 16 November 2009 until 31 December 2009. About 1000 children from various homes across the Nation including Kelantan, Langkawi, Sabah and Sarawak were selected to hang their

wishes on the Wishing Trees in all 60 Kenny Rogers ROASTERS restaurants around the country. The project was a tremendous success thanks to the support of the public and KRR patrons who helped fulfilled the children's wishes.



1 & 2. Local celebrities Daphne Iking, Atilia and Yasmin Hani with the children at the Wishing Tree Gift Presentation held at Pusat Jagaan Titian Kaseh, Titiwangsa, Kuala Lumpur.

3. Children hanging their wishing card on the Wishing Tree.

Sports Toto's Deepavali Donations



Division Chairman, Y.B. Dato' S Gopalakrishnan, who also presented Deepavali gifts to 100 underprivileged senior citizens.

Meanwhile, MIC Deputy President, who is also the Hulu Selangor Division Chairman, Y.B. Dato' G Palanivel, graced the event held in Kuala Kubu Bharu, distributing gifts sponsored by Sports Toto to about 300 needy folks and poor children.

Sports Toto has always been mindful of its corporate social responsibility to the society, especially during festive seasons.

In conjunction with Deepavali celebrations, Sports Toto sponsored 2 festive gatherings organized by MIC Hulu Langat and MIC Hulu Selangor.

The events, held in Kajang and Kuala Kubu Bharu on 10 October and 14 October 2009 respectively, benefited about 400 needy senior citizens and children from poor families. Each recipient received a cash donation and a mini hamper consisting of assorted foodstuff.

The event in Kajang was officiated by the Party's Hulu Langat



1. Y.B. Dato' G. Palanivel presenting Deepavali donations at the Deepavali celebration held in Kuala Kubu Bharu.
2. Y.B. Dato S. Gopalakrishnan presenting Deepavali donations at the Deepavali celebration held in Kajang.

Support for the Lions Club's Charity Motor Treasure Hunt 2009



Lions Club of Kampar, Tapah received RM30,000 contribution and gifts from Sports Toto for organizing the Lion Motor Charity Hunt.

Lions Club of Kampar, Tapah received RM30,000 contribution and gifts from Sports Toto for The Charity Motor Treasure Hunt 2009.

The hunt was flagged off from Kampar at 8.00 a.m. on 11 December 2009 and ended in the Historical City of Malacca on the same evening. Participants then stayed for two nights at Mahkota Hotel, Malacca.

The charity hunt was aimed at raising funds for several charitable homes in Perak, Kuala Selangor and Melaka. A total of 80 cars with more than 300 participants took part in the hunt and along the journey, participants were taken on visits to community projects in Kuala Selangor and the Machap Old Folks Home. It was good exposure for participants as it instilled a sense of caring towards the needy and unfortunate in the community.

The Charity Motor Treasure Hunt 2009 was jointly organized by the Lions Club of Kampar, Tapah Central, Bidor Orient, Tanjung Tualang and Perak Silver State.



RM30,000 Boost for theSun MOTOR HUNT 2009

Sports Toto contributed RM30,000 towards theSun Motor Hunt 2009. The contribution was presented by Mr. Lee Siew Chye, Sports Toto's Deputy General Manager (Administration & Security) to Mr. Ricky Ng, theSun's Financial Controller.

More than 200 teams took part in the Klang Valley-centric event which offered great prizes such as Samsung 32" LCD televisions, refrigerators, cameras and holiday packages.

Mr. Lee Siew Chye presenting Sports Toto's contribution to Mr. Ricky Ng of theSun.

Christmas Moments with House of Joy

Berjaya Times Square celebrated the yuletide season by playing host to children from House of Joy on 5 December 2009. 40 children between the ages of 3 to 19 years old began their fun-filled day with bagels and drinks courtesy of Vienna Bagels. The children then had a delightful meet-and-greet session with Santa Claus and Mrs. Claus at Borders Bookstore. They were entertained by Santa Claus' storytelling about the celebration of Christmas and joined in the carolling session.

Under the guidance of Gemilang Art & Craft, the children were given the opportunity to develop their creative skills by making their own Christmas cards using colourful papers, ribbons and glitter glue, as keepsakes. The children also brought home custom-made teddy bears sponsored by Cool Bear Workstation.

Mr Tian Keng Swee, Berjaya Times Square's Deputy General Manager for Complex Operations presented goodie bags consisting of stationery items,



A group photo of the children from House of Joy.

candies and plush toys to the children. "We will continue in our efforts to bring cheer to the less fortunate this yuletide season and for future similar celebrations. After all, Christmas is all about caring, sharing and giving," said Mr Tian.

In addition, the children also received vouchers from Auntie Anne's, Borders, Michael & Guys Hair Salon and special handpicked apparels from Poney as well as toothbrush holders from WhiteSmile Orthodontic. The day ended with a sumptuous lunch at 10th Avenue Food Mall and a movie screening of Astro Boy at Golden Screen Cinemas.

Ms Lesley Ma, a guardian from House of Joy quipped that it was very generous of Berjaya Times Square to host such a

charitable event. "These children need to be loved, cherished and cared for just like any other despite their backgrounds."

Such charitable work displayed the mall's proactive role in enriching the lives of children from all walks of life, in line with its commitment to the welfare of the community.

Berjaya Langkawi Resort - MAH Charity Bash 2009

Berjaya Langkawi Resort recently played a major part in the MAH Charity Bash organized by the Malaysian Association of Hotels ("MAH") Kedah/Perlis Chapter on 14 November 2009. The event which raised a staggering RM85,000 was held under a huge marquee at the Bella Vista Hotel, Kuah, Langkawi, Kedah. The proceeds from the fund will be channeled to assist underprivileged families in Langkawi.

Funds were raised from sales of entry tickets, a raffle and silent auctions where over 50 items including holiday getaways to exotic locations in Asia, jewelry, art work and handicrafts donated and sponsored from local businesses and neighboring resorts were successfully auctioned.

Mr. Enzo Rulli, Berjaya Langkawi Resort ("BLR") was the Chairman of the committee for the event which comprised of General Managers from major hotels and resorts on the island. BLR also assisted by handling reservations, managing logistics, entertainment and sponsorship activities to make the event an outstanding success.

330 guests were tantalized with a delicious array of signature dishes from 16 local hotels and resorts. BLR's Chef Loke featured his signature "Roasted Pi Pa Duck in Crispy Pastry Flan with Red Bean Curd Sauce and Savory Salad Garnish".

The event would not have been a success without the tireless efforts of the MAH General Managers, Chefs, F&B Managers and the staff of all the participating hotels and resorts. As leader of the Logistics and Staffing on the night, Nor Azimin Ibrahim, Assistant F&B Manager at BLR said, "It was fantastic to see how all the staff from different hotels worked together comfortably to make the night a great success - another first for Langkawi!".



1. Mr Enzo Rulli and the BLR team.

2. Guests having a wonderful time at the MAH Charity Bash 2009.



1. Some of the participants of the marathon.
2. Sports Toto's contribution to the event.

Penang Bridge International Marathon 2009

On 22 November 2009, Penang State Tourism Development & Culture organized its annual sports event - the Penang Bridge International Marathon.

Sports Toto supported the event with a RM10,000 cash contribution. The marathon attracted 19,000 participants from 59 countries including of course a majority of Malaysians and folks from neighbouring countries. Sports Toto was proud to play a part in this event as it has not only promoted community interaction but also the Penang Bridge as a unique national landmark among local and foreign tourists alike.



New Products from COSWAY



Bioglo AquaVit Water Essence Cream

- A unique cream-to-essence cream that melts into skin instantly, leaving skin soft, supple and fully hydrated!
- Lightweight formula that's excellent for all skin types, even for those with oily, combination skin.

Bioglo AquaVit contains exclusive ingredients namely, Spring Sea Water, Black Currant Leave Extract & MultiVitamin Complex, Pine Bark Extract and Pumpkin Seed Extract to supply, stimulate, protect and reinforce skin's hydration for continuous, time-release moisturisation throughout the day.



Bioglo Total Makeup Remover Cleansing Wipes

Cleans, Hydrates, Tones, Soothes & Protects

- Effectively yet gently removes dirt, impurities, waterproof and long-lasting makeup.
- No irritation or any oily residue on face, eyes and lips.
- Suitable for all skin types, even sensitive skin
- 100 % alcohol-free, non-drying formula
- Free of mineral oil and paraben
- Convenient & Resealable Pack



Bioglo Hygienic Hand Lotion

- Natural Antibacterial
- Alcohol-free
- Rinse-free
- Moisturises your hands without any sticky or slimy feel
- Protects your hands from harmful germs until next wash.



K'zanah Misai Kucing Tea

Cleanses the kidneys, drains away toxins and prevents water retention.

SE Tumbler

Energises your drinking water.

Energised water helps to detoxify the body more effectively, maintain alertness, improve complexion, relieve constipation, improve absorption of nutrients from food and supplements better, promote overall health and increases vitality.



Mildura Organic

- Certified organic by reputable bodies
- Free of chemical pesticides, additives and fungicides
- High in nutrients
- Good for the environment

Nn Imuprime Beta Glucan

- Strengthens immunity
- Fends off colds and flu
- Mitigates the negative effects of stress
- Reduces the risk of cancer
- Reduces the risk of cardiovascular disease
- Protects you from H1N1



PESONA Eyeshadow Palette

- Ultra-luminous silky smooth formula glides on easily
- Extreme wear with excellent colour
- Long-wearing formula that lasts all day without creasing or fading
- Available in 12 iridescent colours
- Comes with dual-ended sponge applicator



AUTOMAX Rain Repellent

Repels Rain, Dirt & Sleet For Clearer Vision, Safer Driving

- Superior formulation
- Durable shield
- Easy to use
- Lasting repellence



L'élan Vital Bust Lift Serum

Works on sagging breasts caused by:

Ageing, Pregnancy, Breastfeeding, Heavy Breasts and Weight fluctuation.

7-Eleven's Wall of Fame

7-Eleven Malaysia Sdn Bhd emerged as the winner of the Best Sales Growth Category at the Franchise Awards Nite 2009 held in Putrajaya on 18 November 2009. Organised by the Malaysian Franchise Association (MFA), 7-Eleven was also a finalist in both the Master Franchisee of the Year and Best Outlet Growth categories.



1. Executive Director of 7-Eleven Malaysia Sdn. Bhd., Mr. Ng Su Onn receiving the Award from YB Dato' Tan Lian Hoe, Deputy Minister of Domestic Trade, Cooperatives and Consumerism.
2. The winning team from 7-Eleven.

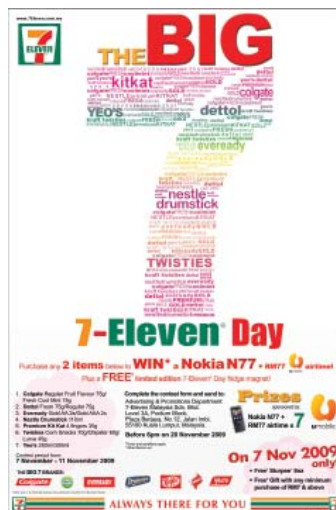


7-Eleven's Ramadhan Lifestyle Bonanza SMS Contest



7-Eleven's Ramadhan Lifestyle Bonanza SMS contest concluded in November with a double celebration for grand prize winner Zakaria Bin Mohamed. First-time winner Zakaria who also celebrated his 44th birthday that month, won a brand new ERA CM8 1.3L MPV worth RM42,000.

"My birthday this year will be an unforgettable one because this car is a very valuable gift to me. The 1.3L MPV is fuel economical and useful to my family



because I have 5 kids and during this gloomy economic situation, we need to spend prudently," said Zakaria, an operation head from a local financial institution.

First prize winners, 33-year old Suzi Fadhilah Binti Ismail and 42-year old Hamimah Binti Karim, each took home a RM5,000 shopping voucher from Singer. "I was jumping with joy when I received the call from 7-Eleven and I couldn't stop smiling for the rest of that day! Now that I've won myself this Singer voucher, I plan to get a new washing machine or a LCD TV," said Suzi.

On another note, 8 lucky 7-Eleven customers won bonus prepaid top-up airtime from Celcom. In lieu of the initial prize value of RM625, 4 winners were rewarded with a total Celcom prepaid airtime value of RM1,888 each, while the other 4 winners each received RM888 worth of Celcom prepaid airtime.

During the BIG 7 promotion, from 7 to 11 November 2009, customers only needed to purchase any 2 items of the 7 participating brands to enter a simple contest.



Slurpeelicious Moments

7-Eleven Malaysia and Permais jointly organized a fun-filled online photography contest for all Slurpee fans! Contestants only needed to snap a photograph while enjoying Slurpee in the most exciting and creative way. After the entries submission period, fans were given the chance to vote for their favorite photographs online. Grand prize winner, Ms Ooi Chean Sean walked away with RM6,000 cash and RM100 7-Eleven Gift Certificates. Second prize winner Mr Ling Chuan Kai won RM3,000 while third prize winner En. Syed Abdullah Mustaqeem Alsogoff took home RM1,000.

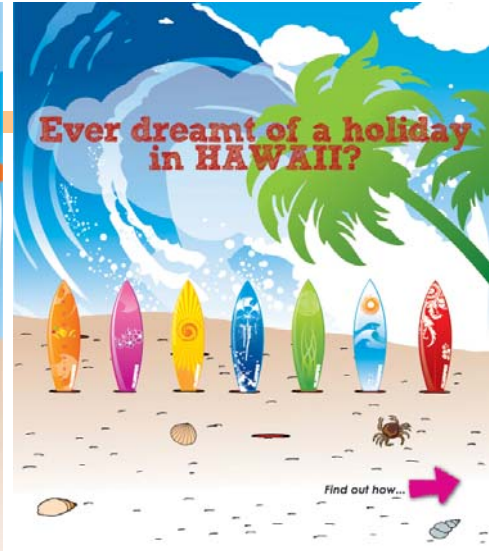
Slurpeelicious Moments online contest ran from 21 September until 18 October 2009 with over 550 submissions and close to 68,000 votes received during the one week voting period from 19 to 25 October 2009.

The Slurpeelicious Moments contest winners flanked by 7-Eleven representatives at the prize giving ceremony.



Catch the Wave with Slurpee

7-Eleven Malaysia offered a grand prize worth RM50,000 which comprised a 7D/6N trip to Hawaii for 2 persons plus RM20,000 travelling expenses sponsored by Pepsi. With just a minimum purchase of RM7, customers could Catch The Wave With Slurpee To Hawaii! From 16 Nov to 31 Dec 2009, customers only needed to spend minimum RM7 in a single receipt which had to include any one (1) cup size of Slurpee or Aktif mineral water, answer two simple questions and enter the contest via SMS. 9 other exciting prizes were offered - 40" LED TV, MacBook Air, DSLR camera, pocket style PC, iPhone, Blackberry, mini netbook, digital camera, ipod and Slurpee merchandise as well as 7-Eleven's Gift Certificates. Winners' announcement will be published on www.slurpee.com.my in March 2010.



Catch The Wave promotional ads.

Barbie and 3 Musketeers Tea Party Organised by Berjaya HVN

On 25 November 2009, Berjaya HVN Sdn Bhd organized the Barbie and 3 Musketeers Tea Party at the Platinum Movie suite of Cathay Cineplex. The line-up of activities included games, Barbie and 3 Musketeers Polaroid Photo Session and body tattoo session, story-telling courtesy of Borders bookstore and the award for Best Dressed Barbie Party Girl.



Best Dressed Barbie Party Girls

Citizen Nades @ Borders!

In conjunction with the launch of his new book "PKFZ: Some Untold Stories", The Sun editor and columnist R Nadeswaran, better known as Citizen Nades, was invited to speak at Borders, The Curve and Queensbay Mall on 25 October and 1 November 2009 respectively. Talking about some of the highlights in his book, Citizen Nades also addressed some burning questions from his audience.



Citizen Nades during his talk at Borders, The Curve

Peter So, Famous Feng Shui Master from Hong Kong



1. Enthralled audience members at Borders, The Curve.

Critically acclaimed Feng Shui Master and author, Peter So Man-fung held a Face Reading and Palmistry Talk at Borders, The Curve on 28 November 2009.

About 300 people attended the session during which he told the audience that from face reading, we can learn about a person's characteristics and personality traits, immediately offering us valuable information about human beings. He continued with some insights and guidelines to reading palms and discovering our fate. He also mentioned that the lines and markings physically change as our thinking changes. After 45 minutes of the Face Reading and Palmistry Session, the event continued with a 15-minute Q&A session.



2

K.L. Commercial Book Company and Borders partnership

On 19 November 2009, K.L. Commercial Book Company under Sino Publishing Holdings (Ltd) (SUP), an international, diversified publishing conglomerate based in Hong Kong, celebrated the re-opening of their newly refurbished K.L. Commercial flagship bookstore as well as their recent partnership with Borders which will result in all five Borders bookstores throughout the country having a special Chinese Book Section.

“SUP continues to provide quality and popular materials (Chinese books) for K.L. Commercial Book Company to distribute – this is the unique selling point as they remain the main distributor for international Chinese books here in Malaysia,” said Dr. Chan Man-hung, Vice Chairman and President of SUP during his brief trip to Malaysia from Hong Kong.

Executive Director of Berjaya Books Sdn. Bhd., Dato’ Francis Lee said the partnership benefits both parties. “Borders already provides a wide range of English international books and with KL Commercial Book Company providing their expertise and range of Chinese books in our outlets, we will be able to target a greater segment,” he added.

To kick start the significant event, K.L. Commercial Book Company invited Feng Shui master, Peter So to hold a talk on palmistry and face reading at Borders, The Curve on 28 November 2009.

From Left: Dr Chan Man-hung, Chairman and Vice President of Sino United Press, Dato’ Francis Lee, Executive Director of Berjaya Books Sdn. Bhd., and Mr Charles Kwan, Chairman of K.L. Commercial Book Company at the Grand Re-Opening of KL Commercial Book Co and Launch of Chinese Book Section at Borders



Colouring Contest & X'Mas Card Design Contest @ Borders

Borders teamed up with Campap to organize a “Colouring Contest” and “Christmas Card Design Contest” at Tropicana City Mall on 20 December 2009 in conjunction with the mall’s Concourse Sale.

The Colouring contest was catered for kids 6 years old & below while the Christmas Card Design Contest was catered for kids between 7 – 12 years old.

The winners for the “Colouring Contest” were Dinesh (1st Prize), Nikhil (2nd Prize) and Carmen (3rd Prize) while the winners for the “Christmas Card Design” were Samantha (1st Prize), Tan Dick Kian (2nd Prize) and Louis Fong (3rd Prize). All the participants received door gifts from Borders and Campap.

Winners of the Christmas Card Design contest with their prizes.



“Cloudy With A Chance Of Meatballs” @ Borders

Borders teamed up with Sony Pictures to organize a “Stage Play” & “Children Colouring Contest” at Tropicana City Mall on 17 and 18 October 2009 in conjunction with the mall’s “Cloudy with a Chance of Meatballs” Carnival.

Four storytellers were invited for “Stage Play” on the first day. Their stories included Cheng Ho and the Fabulous Food from Around the World, How Coyote Stole Fire, and Enormous Elephant & Friends. The Children Colouring Contest was held on the final day of the 2-day event. More than 50

contestants were divided into two groups – the 5 to 7 year-olds and the 8 to 12 year-olds.

Prizes were given to the top 3 winners and 10 consolations prize winners from each group. Winners for the 5 to 7 year-olds category were Tan Xuan Yin (1st Prize), Eunice Chan (2nd Prize) and Veronica Yap (3rd Prize). Winners for the 8 to 12 year-olds category were Yap Shek Li (1st Prize), Tan Jia Jia (2nd Prize) and Tan Wei Xiang (3rd Prize).

Borders also ran a “Cloudy with a Chance of Meatballs” in-store promotion and contest. With any purchase of movie-related titles, customers received a FREE Scratch & Sniff Collectible Card and Activity Book and were eligible to join the contest to win Movie Premiums. The prizes included a Tote Bag & Notebook (1st Prize), Kid’s T-shirt (2nd Prize), Kid’s Watch (3rd Prize) and Lunch Bag (Consolation Prize).



1. Winners of the 5-7 year-olds category.



2. Winners of the 8-12 year-olds category.

Check out KRR Gift Certificates for a Healthy Treat for Your Loved Ones and Friends!



Gift Certificate

Not sure on what to get for your love ones? Want to express your gratitude towards your employees/colleagues? Great for any occasion, get them our KRR Gift Certificates for a delectable healthy treat at Kenny Rogers ROASTERS. Our gift certificates are available for purchase in denomination value of RM10.

For further information, please contact us at
03-2119 9888
 or email
broasters@krr.com.my
www.krr.com.my



ROASTERS Catering

Planning for office buffets, home parties, company events, sports days and family days? Kenny Rogers ROASTERS provides healthy wholesome meals, customized to meet individual needs. Please contact 1-300-888-878 for bookings and enquiries on ROASTERS Catering.



Refurbishment of KRR Restaurant in Setapak

The newly refurbished KRR restaurant in Setapak, Kuala Lumpur offers a cozy, vibrant and dynamic ambience complemented by customized armchair sofa seats. The restaurant, which received its brand new facelift on 18 November 2009 also offers complimentary WI-FI service for its dine-in guests.

Look out also for KRR's new restaurants at Suria Sabah Shopping Mall, Kota Kinabalu, Sabah and Jusco Metro Prima Shopping Centre in Kepong, Kuala Lumpur.



1 & 2. Newly refurbished KRR restaurant in Setapak, Kuala Lumpur.
 3. KRR restaurant at Suria Sabah Shopping Mall, Kota Kinabalu, Sabah.
 4. KRR restaurant at Jusco Metro Shopping Centre, Kepong, Kuala Lumpur.

KRR's Special Screening of 2012

On 10 November 2009, KRR held a special screening of the much-anticipated movie, 2012 at the Golden Screen Cinemas ("GSC") in Berjaya Times Square, Kuala Lumpur and at the Tanjung Golden Village ("TGV") cinema in Sunway Pyramid Shopping Mall.

Prior to the special screening, KRR held a "Grab Your Free Survivor Pass Now!" campaign from 23 October 2009 until 1 November 2009. During the campaign, individuals could obtain 1 Complimentary Movie Pass for KRR's Special Screening of 2012 with a purchase of any Kenny's Greatest Meal and 1 dessert.

An online contest was also held from 23 October 2009 until 23 November 2009 in conjunction with the special screening, where participants were required to answer 3 questions and complete a slogan. The prizes included 2 KRR meal vouchers and limited edition 2012 merchandise like t-shirts, notebooks, pens and keychains.



2012 KRR's Special Screening at GSC, Berjaya Times Square, Kuala Lumpur.



Healthy Treats for Young Hockey Talents!

In conjunction with the Hari Raya festival, Kenny Rogers ROASTERS celebrated with forty young aspiring hockey talents aged between 3 and 11 years old from the Pearl Kids Hockey Programme at Stadium Hoki Kuala Lumpur on 17 October 2009. It was also an effort to raise awareness about healthy eating among the young athletes.

At the event, 'A Healthy Me, A Happy Me' nutritional talk was conducted by Ms. Yuslena Yusof, Quality Assurance Manager of Berjaya ROASTERS (M) Sdn Bhd, where prizes and goodies were given to the kids during the fun quiz session.

Hari Raya Celebration with Young Hockey Talents.



Kenny Rogers ROASTERS' 3rd Opening in Manana, Bahrain

Gulf International Investment Co. ("GII") celebrated another significant milestone with its third Kenny Rogers ROASTERS restaurant opening on Exhibition Road, Manana, Kingdom of Bahrain. The soft opening of the restaurant was held on 19 November 2009, followed by the official opening graced by the Minister of Industry and Commerce, Dr. Hassan Fakhro on 25 November 2009, attended by VIPs and members of the public.

(2nd Left) Dr Hassan Fakhro and the Franchise Owner, Chairman of GII Mr Mustafa Al Shaikh.

Wendy's Spicy Sensation

From 20 November 2009 until 3 January 2010, Wendy's introduced the Spicy Sensation additions to its menu. These additions included the Spicy Chicken Sensation made with a chicken fillet flavoured with a fiery blend of pepper and spices, crisp lettuce, fresh tomato and creamy mayonnaise sandwiched between two premium soft buns and the Spicy Fried Chicken that was perfectly fried with pepper and spices seasoning. Wendy's also introduced the Spicy Sensation Combo which came with fries and a cooling Frosty™ Float for a perfectly balanced meal of Fire & Ice.

1. Spicy Chicken Sensation.
2. Spicy Fried Chicken.



Papa John's Pizza Games

On 27 October 2009, the 2009 / 2010 Papa John's Pizza Games held in Papa John's IOI Mall restaurant saw 3 teams of expert pizza makers from all Papa John's restaurants battling for the chance to enter into the finals of the 2010 Papa John's Global Pizza Games, to be held in Orlando, Florida USA in March 2010.

Each team had to make 6 quality 14" pizzas which were judged on all aspects of the pizza making process, including dough slapping, placement and quantity of toppings and the taste of the finished product.

En. Aedel Haeqal and En. Ahmad Faizal from the IOI Mall restaurant were crowned the Malaysia Pizza Games Champions, each winning a prize worth RM200. En. Mohd Zainuddin and Mr. Rudy Kerama, the second prize winners walked away with prizes worth RM150 each, while third prize winners, En. Saiful Effandy and En. Abd Safar, won RM100 each. All the winners also received a Trophy and a certificate of participation from Berjaya Pizza Company Sdn Bhd.



1. Pizza making process.
2. (2nd & 3rd from left) En. Aedel Haeqal and En. Ahmad Faizal - Malaysia Pizza Games Champions.
3. (2nd & 3rd from left) En. Mohd Zainuddin and Mr. Rudy Kerama - Second Prize winners.
4. (2nd & 3rd from left) En. Saiful Effandy and En. Abd Safar - Third Prize winners.

Krispy Kreme Opens Third Store in Sunway Pyramid



The launch of Krispy Kreme Doughnut's third store in Sunway Pyramid shopping mall on 15 October 2009 saw hundreds of customers make a sweet stop to win free supplies of its famous original glazed doughnuts.

Faithful Krispy Kreme fans invaded the area as early as 6am to vie for the coveted Golden, Silver and Bronze Ticket titles, each offering a year's supply, 6-months supply and 3-months supply of free Original Glazed doughnuts respectively.



The Golden Ticket, presented by Berjaya Krispy Kreme Doughnuts General Manager, Mr. Alex Chong, was awarded to an ecstatic En. A. Ghani Mohamed, who managed to beat all other fans to be the first in line, followed by the Silver Ticket to En. Zur Hassan and the Bronze Ticket to Mr. Shanker



Jonathan. Those in line from fourth place to the hundredth won a month's supply of Original Glazed doughnuts.

During the opening, Krispy Kreme also introduced the new Strawberry, Raspberry and Blueberry doughnuts as part of its Berry delicious Fresh and Fruity doughnut series.

1. (L-R): Silver Ticket Winner, En. Zur Hassan; Golden Ticket Winner, En. A.Ghani Mohamed and Bronze Ticket Winner, Mr. Shanker Jonathan.
2. Krispy Kreme's fans queuing at the launch of its third store at Sunway Pyramid Shopping Mall.
3. The new Fresh and Fruity doughnut series.



Halloween Promotions @ Krispy Kreme Doughnuts

Krispy Kreme mesmerized Halloween goes with its sweet and scary favorites, including four new spooky delights - The Spider Web, The Skull, Halloween Sprinkles and The Crazy Pumpkin. These Krispy Kreme perfectly spirited trick-or-treat snacks were available from 21 October 2009 - 1 November 2009.

Starbucks Malaysia Celebrates 11th Anniversary

Starbucks Malaysia turned 11 on 17 December 2009 and celebrated the big day with two main events. Known as the 11th Anniversary Treat, customers who walked in any of the stores from 11am to 1pm were given a complimentary Tall brewed coffee.

To thank customers for their support, Starbucks threw a birthday party at Starbucks Tropicana Mall later that evening. At the party, Mr. Sydney Quays, Director of Marketing and Communications, Starbucks Malaysia and Ms. Niki Cheong, celebrity blogger and well-known columnist of The Star launched Starbucks Malaysia's official Facebook page. A contest to reward the first 11 Facebook fans was also held to generate excitement and anticipation for the launch. Within 10 minutes, the number of fans escalated from 0 to 200.



Starbucks Coffee management team cutting the 11th anniversary cake.

Starbucks Malaysia Hosts Celebrity's Book Donation



In conjunction with the season of giving, Ms. Xandria Ooi, one of Malaysia's well-known local celebrities donated her books to 20 charitable organizations at an event held at Starbucks Tropicana City Mall on 25 November 2009. The books contain articles that chronicled her life before becoming famous and her take on various topics relevant to youth. Besides sharing stories with the kids, various fun games were also conducted during the event.



1. & 2. Ms. Xandria Ooi and children from various orphanages having a blast at Starbucks Coffee Tropicana City Mall.

Malaysia's 1st Starbucks Drive-Thru Opens

Malaysians finally got to enjoy the convenience of having their Starbucks beverages on the go with the opening of the first Starbucks Drive-Thru in Setia Tropika, Johor on 9 December 2009. Being the first of its kind in Malaysia, the event was graced by the City Mayor, En. Mohd Jaafar Awang, who signed a Starbucks Green Apron to symbolize the opening.

The Drive-Thru service is part of a full-fledged store located in Setia Tropika, Johor measuring 3,600 square feet.



1. (L-R) Starbucks Coffee District Manager, Mr. Wirdat explaining how a Caramel Macchiato is made to the City Mayor while Dato' Francis Lee and Chairman of SP Setia Group Berhad Tan Sri Liew Kee Sin looked on.

2. The City Mayor signing on the Starbucks Green Apron.

3. The opening team of Starbucks Coffee Drive-Thru Setia Tropika led by District Manager, Mr. Wirdat.

Cheer Parties Spread Joy & Love to Starbucks' Customers and Communities



Throughout the month of December, Starbucks threw 17 Cheer Parties to celebrate the joy of Christmas. Each district invited their group of regular customers and a charity home of their choice which made the events more meaningful. An array of activities took place during the Cheer Parties including fun games with fabulous prizes for adults and kids alike. Some districts even went the extra mile by bringing in dancers, clowns and professional carolers.

Starbucks' partners and customers having fun at the Cheer Party in one of the stores.

JPM Berjaya Hills Time Challenge 2009

The hills surrounding Colmar Tropicale were filled with the echoes of roaring engines and adrenaline pumping fun during the JPM Berjaya Hills Time Challenge 2009. The inaugural event held from 9 until 11 October 2009 at Colmar Tropicale, Berjaya Hills, Pahang saw 120 luxurious cars including Ferraris, Lotuses, Aston Martins, Porsches and Lamborghinis gathered to test and challenge their cars' ultimate performances as well as the drivers' skills and capabilities. Among the highlights featured during this event was the Forest-One Time Attack which tested individual driver's handling skills and the uphill and downhill challenge to mark each driver's accurate timing.

The largest gathering of supercars at Colmar Tropicale.



Halloween Nite at Bukit Kiara

Bukit Kiara Equestrian & Country Resort organized a Halloween party for its members on 30 October 2009. Held at the Indoor Arena, Equestrian Centre, about 70 members joined in the celebrations and enjoyed themselves immensely with scary games including the rolling devil's eye, match the bones, blood drinking, instant tailoring competition, wizard hat making, pumpkin carving, thriller and zombie dance amongst many others.

A group photo at the Halloween party.



Launch of U Broadband

Following the success of its "U Broadband" postpaid mobile broadband plan which was launched during a road show at Sungai Wang Plaza on 28 October 2009, U Mobile recently introduced its "U Broadband" prepaid broadband plan in December 2009.

Both the postpaid and prepaid plans offer affordable and flexible plans for as low as RM6 per day to RM68 per month. U Broadband has 5 different plans, namely UB6, UB10, UB20, UB40 and UB68 to suit each user's lifestyle and internet usage pattern.

To find out more about U Broadband, please login to <http://broadband.u.com.my>.



1. Winners of the music content.
2. Promoters with the demo set

U Mobile and DiGi sign Domestic Roaming Agreement



On 10 December 2009, U Mobile Sdn Bhd and DiGi Telecommunications Sdn Bhd signed a Domestic Roaming Agreement giving U Mobile access to DiGi's nationwide 2G network in Malaysia. The agreement will see DiGi as the exclusive provider of domestic roaming traffic services for U Mobile. This will enable U Mobile to offer its customers an enhanced portfolio of voice, SMS and data services (including GPRS/EDGE) nationwide. The agreement will also ensure the establishment of seamless hand-over of voice calls from U Mobile's 3G network to DiGi's 2G network, thus giving our subscribers better customer experience.

Mr. Johan Dannelind, Chief Executive Officer of DiGi Telecommunications Sdn Bhd (left) and Mr. Kenneth Chang, Executive Director of U Mobile Sdn Bhd (right) during the signing ceremony of Domestic Roaming Agreement on 10 Dec 2009 in Shah Alam.

Upbeat about Programme Expansion Down Under with William Angliss Institute BERJAYA University College of Hospitality



Tan Sri Prof. Emeritus Dato' Dr. Abu Hassan Othman (2nd from left) with Mr. Wayne Crosbie during the signing ceremony.

On 2 December 2009, BERJAYA University College of Hospitality (BERJAYA UCH) became the first and only Malaysian education institution to sign a collaborative relationship with William Angliss Institute (WAI) from Melbourne, Australia.

The collaborative relationship was cemented with a Memorandum of Understanding (MoU), which was signed by Yang Berbahagia Tan Sri Prof. Emeritus Dato' Dr. Abu Hassan Othman, Vice Chancellor and Chief Executive Officer of BERJAYA UCH, and Mr. Wayne Crosbie, the Director of Angliss International from WAI, at a ceremony on BERJAYA UCH's campus, in the heart of Malaysia's Golden Triangle.

"All of us at BERJAYA UCH are very pleased to establish this partnership with the esteemed William Angliss Institute. Its position as a recognised leader in the fields of tourism, hospitality and food industry is very closely aligned to our aspirations at BERJAYA UCH to prepare future luminaries in these fields. We are confident that, by working together, our students will surely benefit from immersing themselves in an environment of world-class standards, leaving them deeply inspired and having their horizons widened," said Tan Sri Dato' Dr. Abu Hassan Othman.

WAI will award their degree to BERJAYA UCH's hospitality degree graduates. In addition, students from both education establishments will also have international options to enhance their learning experience in a global environment. The students will have a choice

to participate in a semester of study abroad programme or perform an internship.

Through this MoU, WAI will also be offering funds to support "international student mobility" through a student exchange programme. Three students from each institution will be selected to participate in this student exchange programme.

BERJAYA UCH's students will further benefit from this coalition with WAI through the Food and Wine series where industry experts are invited to give talks and workshops on current issues or trend developments that are happening in the industry. WAI is recognised internationally for providing high quality education, training and consultancy to the hospitality, tourism and food industries in Australia and around the globe. Because of its seventy years of rich history, WAI has developed strong, quality networks and is able to supply industry professionals who are enthusiastic about sharing their knowledge and experience with BERJAYA UCH's students.

"In deciding to work with BERJAYA UCH, we were impressed with the standards set for students, as well as with the opportunities made available to students. Leveraging on the BERJAYA group, students at BERJAYA UCH have a whole host of options in gaining practical experience for their education. We are quite happy to note that the BERJAYA UCH's immersion methodology aligns perfectly with convictions of what makes a quality education – that 'learning by doing' is a truly powerful and effective concept," said Mr. Crosbie.

WAI has been contracted through the Association of South East Asian Nations (ASEAN) to develop Common ASEAN Tourism Curriculum and Qualifications Frameworks as well as a skills recognition system to facilitate mobility of tourism professionals throughout ASEAN countries. Institute staff have been selected as consultants to undertake international project work in a range of countries, including China, Indonesia, Vietnam, Malaysia, Thailand, Tonga, Singapore, Laos, Cambodia, Myanmar, Brunei, Philippines, Saudi Arabia, Dubai, Bahrain, India, Sri Lanka, Hong Kong and Samoa to assist in curriculum development, training delivery and other advisory roles in the tourism and hospitality sectors.

"We look forward to an exciting partnership that will create a regional and global centre of excellence for our students. This will in effect create a passport for them to work around the world. In essence, BERJAYA UCH and WAI aim to build quality human capital for service distinction," concluded Ms. Mae Ho, Chief Operating Officer of BERJAYA UCH.

Cheesy Talk at BERJAYA University College of Hospitality

From the American grill king (Chef Robert Rainford) to the Australian wine expert (Sommelier David Kerr), BERJAYA University College of Hospitality (BERJAYA UCH) has been roping in culinary professionals around the world to expose and educate their students to the gastronomic delights and cultures from around the globe.

Recently, culinary Frenchman Frederic Carriere was invited by BERJAYA UCH to share his expertise on a food group that is often left out of the gastronomic conversation – cheese.

According to Mr. Carriere, there are hundreds of different types of cheese that can be differentiated both by the type of milk - raw, skimmed or pasteurised, and by the animal - cow, goat, sheep, or buffalo. He also enlightened BERJAYA UCH's students with the knowledge on how to taste cheese, how to cut cheese, what is the composition of cheese and best of all, how to eat cheese!

With this cheesy comprehension at hand, BERJAYA UCH's culinary arts



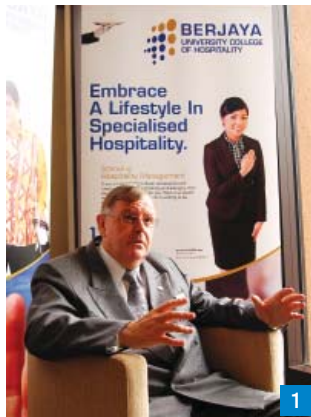
students were better armed with the knowledge as to how to pair cheese with foods and wine. "After describing the cheese, it is a really good exercise to think about food and wine as a marriage. It is as tricky as the taste of the combination must be balanced to create a pleasurable eating experience!" said Mr. Carriere.

Mr. Frederic Carriere sharing his expertise on cheese

With more culinary experts on BERJAYA UCH's guest speaker's list, the students are continually updated with current trends and skills of the industry – locally and internationally. This exercise is part of the

BERJAYA Immersion Methodology which is based on the 'Learning by Doing' principle. It allows students to think critically, communicate effectively, work productively and manage professionally.

INDUSTRY SPEAKS at BERJAYA University College of Hospitality



In a continuous effort to innovatively introduce and educate students about the challenging and vibrant world of Hospitality, Tourism and Services Management, BERJAYA University College of Hospitality (BERJAYA UCH) dedicated the month of December as the INDUSTRY SPEAKS month. Industry leaders in the spectrum of the hospitality, tourism and services industry were invited to share their experiences of how they achieved success in their careers. Experienced BERJAYA UCH counselors and academics were also on hand to interact and engage students, introducing them to and educating them with insights into the industry, thus widening their horizons to make the best informed decision

possible

“At BERJAYA University College of Hospitality, our commitment towards professional excellence, focus on ‘human development’, and attention to details in teaching and learning are unique qualities which differentiate us from the rest”, said Ms. Mae Ho, Chief Operating Officer of BERJAYA University College of Hospitality.

“Hence, we seek to be inspirational, in addition to being informative, about the study of Hospitality. Rather than merely informing about the career opportunities awaiting the students, we believe it is important to inspire our students through the examples of industry leaders who have gone through the trenches and have been extremely successful in their careers. Also, by making the students aware of the many professions that are available in the hospitality, tourism and services industry, we have prepared their minds and set their expectations on which career path they wish to choose. Having said that, half the battle of achieving success in their future career has been

won,” added Ms. Ho.

Industry partners from the Berjaya Group of Companies such as Borders, Kenny Rogers, Starbucks, 7-Eleven, Berjaya Times Square were on hand to widen students’ horizons in the many career opportunities and the promising future offered within the hospitality, tourism and services industry. “At BERJAYA UCH, we will always motivate students who are keen to venture into the industry to be as enterprising as possible. Once they are registered with us, they can take advantage of the rich and diverse resources under the Berjaya Group of Companies as their stepping stone to realise their professional goals,” Ms. Ho concluded.

Some of the industrial leaders who were invited to share their success stories included:

- Mr Robert Frager, General Manager of Renaissance Hotel, KL
- Ms Soraya Mansor, Manager of Education Outreach, Malaysian Philharmonic Orchestra
- Mr Alex Rajakumar, Director (Capacity Building) of Islamic Tourism Centre of Malaysia
- Datuk Peter Brokenshire, General Manager of Kuala Lumpur Convention Centre
- Ms Pushparani Thilaganathan, Principal Director (Miss Malaysian Indian Global 2009)
- Mr Ng Wai Kit, Manager of Corporate Affairs, Prince Court Medical Centre Sdn. Bhd.
- Mr Ramli Idris, Chairman of Malaysian Retailers Association’s Retail Services Excellence Accreditation Programme

1. Datuk Peter Brokenshire, General Manager of Kuala Lumpur Convention Centre.
2. Ms. Florence Lim, Celebrity Chef.
3. (L-R) Mr. Robert Frager, Ms.Mae Ho, Ms. Joyce Yap and Dr. Wong.
4. Dato’ Mahadzir Bin Dato’ Lokman, Celebrity & Managing Director of Dale Lokman Associates Sdn. Bhd.



EVENTS & HAPPENINGS @ Berjaya Times Square



Deepavali Celebration

In celebration of the Festival of Lights, a brightly coloured peacock ‘kolam’ measuring 18 feet in diameter was showcased at Berjaya Times Square’s Ground Floor Central from 10 till 18 October 2009. Unlike other kolams, this one was a clever 3D interpretation of modern art, projecting gradient tones that reflected the light and dark dimension of colours. Instead of using only mono tones.

Berjaya Times Square shoppers from multiracial backgrounds and all age groups were seen enjoying themselves during the ‘Kolam’ Workshop held on 10 and 11 October 2009 at the Ground Floor.

Another highlight was the record breaking attempt by ‘Kolam’ artist,

Mehnaga Mathivanan who successfully completed a 299.7m2 ‘kolam’ using 1,800 kg of rice to break the record for the “Biggest ‘Kolam’ by An Individual” in the Malaysia Book of Records. The event was held at Berjaya Times Square’s Lower Ground Concourse from 14 till 16 October 2009.



1. Participants of all races trying their hands at ‘kolam’-making.
2. Mehnaga receiving the Malaysian Book of Records certificate from Ms Azrin at Berjaya Times Square.

EVENTS & HAPPENINGS @ Berjaya Times Square



AND1 Streetball Challenge 2009

Berjaya Times Square played host to the 5th and final leg of the nationwide 3x3 street basketball challenge on 25 October 2009. This competition saw participants from all over Malaysia battling it out and entertaining the spectators with their talents. Shoppers from the mall converged to the Boulevard area to catch the live action of the basketball challenge.

A large crowd gathered at the Boulevard area to watch the basketball teams in action.



Piala Seri Endon Batik Design Competition 2009

Organized by Yayasan Budi Penyayang Malaysia, the annual Piala Seri Endon Batik Design Competition 2009 was held on 21 and 22 November 2009. The event, aimed at encouraging fashion designers to participate in the Batik industry and to further enhance the Malaysian Batik to the public, was attended by YBhg. Datin Rahmah, YBhg. Dato' Leela Mohd Ali, CEO of Yayasan Budi Penyayang Malaysia, YBhg. Datin Seri Maznah Rais, wife of the Minister of Information, Communications and Culture, Malaysia, YBhg. Tan Sri Dato' Seri Vincent Tan Chee Yioun, Chairman and CEO of Berjaya Corporation Berhad and YBhg. Dato' Azlan Meah Bin Haji Ahmed Meah, Executive Director of Berjaya Corporation Berhad.

Designs from about 50 participants which comprised college students, individual fashion enthusiasts and past participants were showcased during the semifinals held in Berjaya Times Square. This is the 6th time the competition had been staged in Berjaya Times Square.

1. Participants of the Piala Seri Endon Batik Design Competition 2009.

2. From Left: YBhg Datin Rahmah, YBhg Dato' Leela Mohd Ali, YBhg Datin Seri Maznah Rais, Tan Sri Dato' Seri Vincent Tan and Dato' Azlan Meah.



Santa - Missing in Action



Winners and other participants of the treasure hunt.

110 treasure hunt enthusiasts participated in a special Christmas-themed treasure hunt "Missing in Action: Santa". A total of 55 teams were flagged off from the Lower Ground Floor concourse at 10am on 13 December 2009. They searched for clues by looking at the names, taglines and words on the retail outlets in the shopping mall. They were also given a yellow paper containing pictures of Santa at certain outlets, which he had supposedly visited before he went missing. Participants went up all the way to the eighth floor to find the answers during the fun-filled hunt. There were a total of 20 questions to answer, and two treasures to find.

Team "Slackers" emerged as the winner of the hunt. Ruben Enbasegaram, 31, a consultant, and his friend Lenny Wan, 33, a legal manager, were the first prize winners, walking away with two Singer water ionisers, worth over RM5,000. Prizes were given out by Mr Tan Mun Choy, Chairman of the Berjaya Times Square Joint Management Body.

Other sponsors of the event included Beverly Hills Bodyline Management, Natural Health Farm, Whitesmile Orthodontic Dental, Bella Luna, Jobjoba Spa, Starbucks Coffee, Borders, Michael & Guys and 7-Eleven.

The Storm Warriors Star Tour

The Storm Warriors' cast and directors attended a special promotional event at Berjaya Times Square on 1 December 2009. Pop idols Aaron Kwok and Ekin Cheng who are the main stars of the Hong Kong action movie together with the directors Oxide and Danny Pang had a special meet and greet session to promote their movie.

Hong Kong superstars Aaron Kwok (5th from left) and Ekin Cheng (4th from left) at Berjaya Times Square.



First Hand Experience in Adult Stem Cells Harvesting



(L-R): Ms. Wenddi-Anne Chong, Executive Director of StemTECH International, Professor Dr. Menaka Hariharan and the wonderful stem cell harvesting team at TMC

There's always a first time for everything.

When we embarked on Adult Stem Cells Banking Services, many people responded by asking if it was painful. To prove that it is a painless and effortless exercise, I took it upon myself to start this procedure. This is my story....

The procedure started with a simple half-hour talk with our Blood Bank Director, Professor Dr. Menaka who filled in a medical questionnaire during the consultation, to enable her to determine my current health status. Incidentally she was one of the first personnel to be sent by our Malaysian Government to Seattle, USA, to learn about Stem Cells manipulation back in the 1980s. She came back to be part of a team which carried out the first bone marrow, peripheral blood and cord blood stem cell transplant in Malaysia.

After that it was off to a medical checkup where blood samples were taken and sent to our lab for testing. The results came back with flying colours, of course!

During the 'counseling' by Prof. Dr. Menaka, she told me about a safe drug, without side-effects to increase the number of stem cells produced in the marrow and thereafter released into the blood stream. This drug, called 'Neupogen', had to be administered via injections once a day, for a period of 5 days before I underwent the harvesting on the 6th day. On the 6th day, my stem cell harvesting journey began with me getting hooked onto the latest Apheresis machine in Malaysia! While that may sound like one of

those gadgets from a rerun of Back To The Future, the Apheresis machine is designed to work similar to that of a Dialysis machine; the circulating blood is drawn out and into the machine and then spun around so that the red and white blood and platelets are all separated from each other. From the white blood, my stem cells are then extracted by the newer and more sophisticated Apheresis machine and the remaining red blood together with the platelets flows back into my body. It was so exciting to see my stem cells hanging in the bag after separation! Easy-peasy.

The timing of the harvesting procedure differs from one person to another, but we can safely say that the entire process of actual harvesting takes approximately 2 to 4 hours. The procedure would have taken about 4 to 6 hours on the older machine but the Apheresis harvested my stem cells in precisely 2 hours and 15 minutes.

There are three areas through which the harvesting can be done - through the blood veins in your arm, neck or groin (femoral vein). The veins in the arms are normally small and may cause stoppages in the flow of the blood during harvesting. And many would be too scared to draw out blood from the neck area. Therefore the ideal vein is from the femoral vein in the groin area.

Let's now address the issue that's probably playing on everybody's mind: just how painful are we talking here?

I can now attest to it that, the only two points where there is a slight sense of discomfort (read: "ant bite" prick, as I will put it) is when the local anesthetic is administered to the groin area. And the pretty anesthetist at Tropicana Medical Centre makes it a breeze so much so that I actually didn't feel anything when she inserted the needle connected to the Apheresis machine into the catheter. After about 10 minutes, all that was left to do was to lay back and relax while the Apheresis machine sorted everything out for me, literally!

Throughout the harvesting process, I continued doing my work and making calls before taking a short afternoon nap. When I woke up, the whole process was over and I had already been disconnected from the Apheresis without even realising it. After being monitored for a further 2 to 3 hours, I was discharged and believe me... I drove myself home!

Michael Chua
CEO, StemTECH International
016 3399628 / 019 6699628



Sports Toto Launches Power Toto 6/55 Jackpot

The inaugural Power Toto 6/55 jackpot winning of RM9.49 million was won by a Sabahan on 30 December 2009. Power Toto 6/55 jackpot broke barely 2 weeks since the game was launched on 29 October 2009.

Power Toto 6/55 which offers a minimum guaranteed upfront jackpot of RM3 million was introduced in replacement of the 6/42 Jackpot game.

Currently, Sports Toto offers six different games comprising three digit games namely, 4D, 5D and 6D and three lotto games namely, Super Toto 6/49, Mega Toto 6/52 and Power Toto 6/55.

MBPJ Squash Open Championship 2009

Sports Toto, a long-time partner of Majlis Bandaraya Petaling Jaya (MBPJ), contributed RM5,000 to the annual MBPJ Squash Open Championship 2009.

Sports Toto's contribution was presented by Pn. Sherifah Hanom, Sports Toto's Senior Communications Executive, to MBPJ Deputy Mayor, En. Ahmad Puasa during a sponsorship presentation ceremony held at the MBPJ office on 10 September 2009.

About 300 squash players of all ages took part in the preliminary rounds which started on 16 October 2009 and the finals which were held on 24 October 2009 at the PJ Astaka Squash Stadium. Among them were national squash coaches Kenneth Low and Ajaz Amat.



1. Pn. Sherifah Hanom presenting Sports Toto's contribution to MBPJ Deputy Mayor, En. Ahmad Puasa.

The NTV7 Star Live Concert 2009



1. Sports Toto and NTV7 representatives at the event.

Once again Sports Toto Malaysia was proud to collaborate with NTV7 in organizing one of the highest-rated Chinese programmes in town, NTV7 Star Live Concert 2009.

The event was held for the third consecutive year on 19 December 2009 at Stadium National Bukit Jalil, with a turnout of over 30,000 spectators.

Tickets to the concert were given out free to the public through various channels, including via redemption at Toto outlets as well as at roadshows held in Penang, Kuala Lumpur, Johor and Malacca.

It was indeed a great musical extravaganza with a fabulous line-up of artistes from Hong Kong, Taiwan and Malaysia.



2. Some of the 30,000 spectators at the concert.

A Totally Organic Experience

Understanding the ingredients in your personal care products

Do you know?

- An adult's skin comprises between 15 to 20 percent of total body weight.
- Each square centimeter of skin has 6 million cells, 5 thousand sensory points, 100 sweat glands and 15 sebaceous glands (microscopic glands in the skin that secrete oily sebum).
- Around 2-3 billion skin cells are shed daily.

Our body works persistently to regenerate skin cells because skin represents the first line of defense against dehydration, infection, injuries and temperatures extremes. New skin cells are born at the dermis layer of the skin and spend about 2 weeks migrating upwards to the epidermis layer of the skin. At the epidermis layer, the new cells spend another 2 weeks before they die and shed. Therefore, new cells need to be born everyday to replace the old ones.

Similarly to our liver cells, skin cells have the ability to remove harmful substances from our body through many enzymatic processes. Additionally, the epidermis layer of the skin provides a barrier that prevents contagious organisms on the outside world from breaking into our internal systemic circulation.

Our skin is specifically designed in a way that it can absorb and use those nutrients found in topical application. However so, our skin cannot completely discriminate those nutrients that it absorbed from the topical application. Synthetic chemicals such as preservatives and additives commonly found in personal care products may be absorbed as well. Although these synthetic chemicals may not show any effects in many people but the effects may appear few years later or when we grow old. For some sensitive individuals, the effects from absorbing these synthetic chemicals showed rashes or irritations to the skin.

Country Farms would like to take this opportunity to introduce you to a range of delightfully natural and organic personal care products from USA. A common brand name in the United States, Nature's Gate is a company dedicated to developing safe personal care products based upon botanical remedies. Their philosophy is derived from combining decades-old wisdom rich in botanical, herbal and floral treatments with modern ingredients and formulations.

With over 30 year legacy of health and beauty expertise in a range of products that address personal care needs from the inside out, you can be sure of their highest level of integrity and value. All Nature's Gate products reflect their ongoing efforts to preserve the Earth's natural resources by being ecologically safe, environmentally friendly and cruelty-free.

All Nature's Gate products in classics line are developed using natural floral and herbal extracts, which are well-known for their amazing

benefits. Every product in this Classics collection is carefully formulated to bring you the best out of its unique blend.

Nature's Gate Organics and Advanced Care lines take a step closer to nature by incorporating certified organic ingredients. Organic is the healthiest option for farming and produce. Hence, it helps protect and preserve the environment and its natural balance.

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

Nature's Gate Organics Herbal Blends range uses Certified Aloe, Cucumber and Chamomile to help condition, moisturize and soothe skin and hair while Lavender, Lemongrass, Lemon Verbena and Mint deliver delectable scents to entice your senses.

The Nature's Gate Organics Advanced Care™ brand offers the ultimate experience in the Facial Care line with Microdermabrasion System. Advanced, upscale and efficacious skin care products are featured to fight premature signs of aging. All Advanced Care items feature nourishing, rejuvenating, potent antioxidant formulations. In addition to being paraben-free, all are created with certified organic botanicals to ensure the most gentle, natural approach to beauty and personal care.

- Paraben Free
- Phthalate Free
- SLS/SLES Free
- Cruelty Free

Enquire more about Nature's Gate products at Country Farms' outlets in Bangsar Village and Cash & Carry (Sunway Damansara) as well as selected Jusco and Carrefour outlets.

For more information, please contact 603-7880 9936





Win a Mazda

The Mazda3 Sport was a Hole-in-One prize at the Nilai Springs Golf Course. However, no one was able to claim the stunning-looking prize. Other attractive Mazda models were also on display.



Roadshow at Bukit Jalil Golf Club

Patrons at one of Kuala Lumpur's premier golf and country club were treated to a fine collection of Mazda models.



Mazda helps out at Charity Drive

As part of the New Year celebrations, Bermaz Motor took part in a programme with China Press in bringing cheer and lots of goodies to the less fortunate.



Mazda at Drift Challenge

It was one of the largest gatherings of motorsport fans and Mazda was there. The Goodyear Formula Drift Malaysia 2009 event at the Agro Exposition Park in Serdang saw huge and enthusiastic crowds cheering the frantic action on. Bermaz Motor was there to lend support to the loyal fans of Mazda, who turned out in strength.



A loyal Mazda flag-bearer at the hugely popular event.



Mazda Owners' Fun Drive



A group of proud Mazda owners got together in August for a fun drive to Cameron Highlands. Bermaz Motor facilitated the event, enabling these loyal supporters to have a eventful and enjoyable day out with the families in their favourite cars.



MAZDA ZOOM-ZOOM NEWS

Mazda Roadshow at 1Utama

Shoppers at this popular mall were treated to a mini motor-show of Mazda vehicles in mid November.



Our charming ambassadors were a big hit with the shoppers attracted by the impressive showcase of the latest Mazda models, which included the latest CX9 and CX7.

BERMAZ MOTOR SDN BHD HAS BEEN BUSY WITH THE MAZDA BRAND

Mazda RX-8 Mega Gathering

Petaling Jaya, 13th December 2009 - a huge gathering of loyal Mazda RX-8 owners showed off their beautiful cars at the forecourt of the Sunway Lagoon Resort Hotel. The traffic-stopping collection of rotary-powered cars were lovingly presented, resplendent in their sleek curves and striking body colours. Many of them were fully dressed up with renowned bodykits and accessories. The owners had a great time exchanging ideas and information. Bermaz Motor was there to reward them for their loyalty to the brand.



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Later, these Mazda RX-8 owners went off in an impressive convoy through the Klang Valley, giving some lucky viewers a rare chance to see such a large fleet of the stunning car. It was indeed a fine day for showing off their pride-and-joy. Bermaz Motor plans to hold more of such gatherings.



This must be a record of sorts - 88 RX-8s! - the largest gathering of these beautiful cars powered by the rotary engine, which is a Mazda mainstay.

THE BIG LITTLE CAR IS COMING

THE ALL-NEW MAZDA2 IS ABOUT TO JOIN THE MAZDA FAMILY IN MALAYSIA

Mazda2 in Thai is Mazda Soang, which sounds like 'Nice' in Cantonese, which was why the Malaysian group was quite tickled every time the name was announced when we covered the Asean Media Launch event held in Bangkok and Chiangmai. Our Japanese hosts also took to the double meaning after we pointed it out, very much liking the connotation. That is understandable because they seriously want this car to be wildly successful.

This version of the Mazda2 is the third generation, and had its global launch two years ago. It has since won over 51 prizes all over the world, including numerous Car of the Year awards from leading publications and associations. It is outstanding for winning the World Car of the Year 2008 title, beating off the usual recipients from the top flight brands.

The model that is coming here is part of the Asean package, the 5-door car finetuned for this part of the world, and built in Thailand. The car has better airflow through the engine bay, and moisture control, as well as a revised damper rating.

The recent revision in our tax structure makes Thai-sourced cars highly competitive in pricing. Bermaz Motor, which has recently taken over the franchise, is waiting for the sedan version to join the line-up before it unleashes this model to the Malaysian market. The sedan version is very much an Asean-driven product, and for Malaysia, particularly, will help to make the Mazda2 a significant player. The potential is very promising. The Time Is Right.

THE B-segment (1.5L) is a fiercely-contested sector as it where the major players have their bread-and-butter models, which account for a big portion of their earnings. The annual volume is about 40,000 units.

Things are definitely going to be upbeat for the Mazda brand. There is a new sense of purpose amongst the Mazda management which is very supportive of the new and dynamic distributor, along with a positive environment for Asean players and, very importantly, an all-new world-beating entry-level car: the Mazda2.

Tough Design Challenge

Coming out with a car that has outstanding styling and broad appeal is always a difficult task. The Mazda design team had the added challenge of trying to appeal to the traditional customers of their small car - primarily ladies - and gain the respect of the young buyers in Europe. The new car is fresh, dynamic yet balanced, and quite distinctly Mazda. It looks like a winner. And it is not all just good looks.

Engineered Like Its Life Depends On It

The new Mazda2 has had an amazing reduction in weight, compared to the previous model, as well as against its rivals. It is stronger and roomier, very much class-leading, achieved with diligent use of high-tensile steel in the critical areas, and lightweight material for those less so. Crash-test footages show impressive body rigidity in a frontal crash.

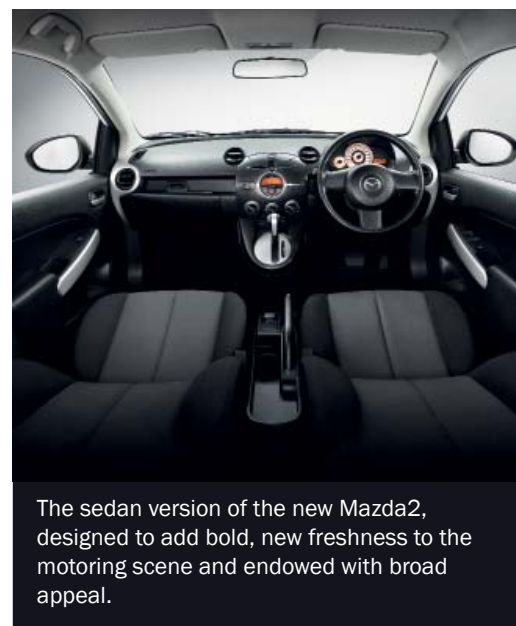
The brief was also to engineer in the Zoom-Zoom factor via the components, for this car to have dynamics that enable enjoyable driving. In short, Mazda has gone the extra mile to make the Mazda2 a better Japanese B-segment car.

Mazda did not have to venture far to make the 2 dynamically sound, it has tons of data from the R&D on the Mazda6 and the Mazda3.

The underpinnings of the new car are nothing out of the ordinary but the attention to detail, and the above-average test programme, make the difference; twin-tube dampers for its MacPherson-strut and torsion-beam suspension, a quick-turning steering with electric-motor assist; rear drum brakes with EBD to tackle heavy loads. The 1.5L engine has been tuned to be powerful and torqueful, and yet delivers improved fuel economy.

The Next Big Step

The new Mazda2 is set to help Bermaz reach critical mass with the Mazda brand; this baby Mazda has a broad appeal, strengthened by its combination of attractive looks and pricing. This is definitely a car to look forward to.



The sedan version of the new Mazda2, designed to add bold, new freshness to the motoring scene and endowed with broad appeal.



The hatchback version of Bermaz Motor's new family member.