



PRESS RELEASE

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1MALAYSIA GRAND PRIX SALE 2014 READY, STEADY, SHOP!

KUALA LUMPUR, MARCH 15, 2014 – Malaysia’s 2014 shopping season starts with a roar, as the 1Malaysia Grand Prix Sale 2014 is launched today, ahead of the action-packed Formula 1 Petronas Malaysia Grand Prix, which will be held from 28 to 30 March at the Sepang International Circuit.

The Minister of Tourism and Culture Dato’ Seri Mohamed Nazri Abdul Aziz launched the 1Malaysia Grand Prix Sale 2014 to the thunderous sound of Lotus Supercar brought specially to the venue at Sunway Pyramid in Bandar Sunway, Selangor.

The event was also witnessed by 21 international travel agents and media from Hong Kong, Philippines, South Korea and Thailand, who are here under Tourism Malaysia’s Mega Fam programme.

Organised by Tourism Malaysia through its promotional shopping arm, Shopping Malaysia Secretariat, the 1Malaysia Grand Prix Sale 2014 starts today and ends on 6 April 2014.

“Today’s programme serves as a teaser to the adrenaline-pumping action at the Sepang Circuit on 28 March as international racers blaze the trail at the F1 Petronas Malaysia Grand Prix,” said Dato’ Mohamed Nazri.

“Last year’s F1 in Malaysia attracted some 123,400 spectators throughout the three-day event. Over 30 per cent of them are foreign spectators who came from all over the world. This year, we expect more than 125,000 spectators including a larger number of tourists who will be here not only for the race but also to enjoy a memorable holiday in conjunction with Visit Malaysia Year,” he added.

Adding colour and more excitement to the launch event are various activities held at the venue, including Lotus Supercars Showcase, Sunway Shopping Mall’s Salebration Explorace, Pink Jambu Fashion Show, (featuring contemporary batik designs), PUMA Fashion Show (sports apparel) and performances by ASWARA and local artistes.

Other highlights at the venue are Promotional Booth Showcase by Persatuan Homestay Selangor (Selangor Homestay Showcase), Tourism Malaysia Selangor and Tourism Malaysia Kuala Lumpur (Shopping Hunt Programme), Beaubelle Academy (Spa Services and Training), Mr Pie Man



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





(sampling of pies with local “rendang” twist), CC1M Bike Ride (with bicycles provided by Sen Aik Trading Sdn Bhd), and MasterCard Worldwide.

MasterCard is the official card of the 1Malaysia Grand Prix Sale for the 14th consecutive year. This year, it continues to offer its cardholders fantastic promotions during the sale period.

“We are truly honoured to be part of the exciting 1Malaysia Grand Prix Sale, an event set to capture the hearts of locals and tourists wanting a diverse retail experience besides enjoying Formula One sporting action,” said MasterCard Country Head (Malaysia and Brunei) Safdar Khan.

“As the official card of the 1Malaysia Grand Prix Sale for the 14th consecutive year, we are once again delighted to provide exclusive offerings for our cardholders to enjoy the grand prix season here with attractive giveaways and prizes. Together with Tourism Malaysia and Shopping Malaysia Secretariat, we are positive that the sale event will complement Visit Malaysia Year 2014, in promoting Malaysia as a one-stop travel destination,” he added.

The 1Malaysia Grand Prix Sale 2014 is one of the three major shopping events in the country. The other two are the 1Malaysia Mega Sale Carnival from June to September and the 1Malaysia Year-End Sale from November to December, which will wrap up the year’s shopping frenzy with a big bang.

Tourism Malaysia is also spreading the F1 racing fever to major shopping areas across the country. Participating malls are offering huge bargains and discounts up to 70% and other attractive promotional offers, as well as organising events and activities to hype up the Grand Prix shopping season. Shoppers and tourists alike can expect the best bargains, the best choices, and the best shopping experience. After all, Kuala Lumpur has been ranked by the global news network CNN as the World’s 4th Best Shopping City, making it the best shopping destination in Southeast Asia and among the top in Asia.

Tourism Malaysia has also released the 1Malaysia Grand Prix Sale 2014 booklet titled “Ready, Steady, Shop”, which contains details of shopping-related events and happenings during the sale period at major shopping areas in Kuala Lumpur, Selangor, Penang, Johor, Sarawak and Sabah. Events taking place in the vicinity of the Petronas Twin Towers and KLCC are also highlighted. The free booklet is available at all Tourism Malaysia offices and Tourist Information Centres.

For more information, please contact:-

Ms Salinda Sany, Senior Assistant Director, Shopping Malaysia Secretariat

Tel: + 603-8891 8531

Email: salinda@tourism.gov.my



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QUICK TAKES:

- Tourist arrivals to Malaysia in 2013 were 25.7 million, an increase of 2.7% against the arrivals of 25 million in 2012.
- Tourist receipts were RM65.4 billion, an increase of 8.1% compared to RM60.6 billion in 2012.
- Tourist expenditure on shopping was RM 19.8 billion in 2013, an increase of 6.3% compared to RM18.6 billion in 2012.
- Shopping constituted 30.2% of total tourist expenditure in 2013 compared to 30.7% in 2012.
- Shopping expenditure holds the second biggest share of total tourist expenditure, after accommodation.
- Malaysia has set a target of 36 million tourists and RM168 billion receipts by the year 2020.

ABOUT MASTERCARD: MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. It operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, travelling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow MasterCard on Twitter @MasterCardNews, join its discussions on the Cashless Conversations Blog and subscribe for its latest news.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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