



PRESS RELEASE

FOR IMMEDIATE RELEASE

DOUBLE SALES, DOUBLE EXCITEMENT!

*Enjoy great discounts and promotions at
the 1Malaysia Mega Sale Carnival & the 1Malaysia Unified Sale*

KUALA LUMPUR, 28 June 2013: One of the most anticipated events in Malaysia's annual tourism calendar, the 1Malaysia Mega Sale Carnival 2013 (1MMSC), is back! Organised by Tourism Malaysia from 29 June – 1 September 2013 nationwide, it promises endless shopping excitement for everyone, locals and tourists alike.

This year, the Ministry of Domestic Trade, Cooperatives and Consumerism is also organising the 1Malaysia Unified Sale 2013 (1MUS), to be held simultaneously with the 1MMSC. With two sale events to look forward to, tourists and shoppers can expect their holiday and shopping experience in Malaysia to be doubly exciting and rewarding.

The Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz and the Minister of Domestic Trade, Cooperatives and Consumerism, YB Dato' Hasan bin Malek jointly-launched the 1MMSC and 1MUS 2013 today at Panggung Sari, Kuala Lumpur Craft Complex.

The event is held there to further promote and highlight Malaysia's unique traditional craft products and stimulate demand and sales of the country's local craft.

The launching ceremony was also attended by 134 members of the media and tour agents from 17 countries, who are here under Tourism Malaysia's Mega Familiarisation Programme. The Mega Fam participants also visited KLCC and Pavilion KL on 27 June and attended a destination seminar today at the Kuala Lumpur Craft Complex before going for their post tours.

In its 13th year of organisation, the 1MMSC has become a much anticipated event for both locals and discerning shoppers from around the region. It has succeeded in placing Malaysia on the world map as a top value-for-money international shopping destination, as well as a duty free haven.

The government's efforts in promoting shopping in Malaysia are reflected in the yearly increase of tourist arrivals and shopping revenue.



MALAYSIA TOURISM PROMOTION BOARD
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Tourist arrivals for 2012 reached 25.03 million with a revenue of RM60.6 billion. Last year, tourist expenditure on shopping was RM18.6 billion, compared to RM17.5 billion in 2011, signifying an increase of 6.3%. It constituted about 30.7% of total tourist expenditures in 2012 compared to 30% in the previous year.

Besides that, Kuala Lumpur has been ranked as the world's fourth best shopping city by global news network CNN, while the Globe Shopper Index listed it as the second best in Asia Pacific.

EVENTS & ACTIVITIES DURING 1MMSC AND 1MUS 2013

The KL Fashion Weekend 2013 (KFW 2013) will kick-off the long list of events and activities that will take place during 1MMSC 2013 and 1MUS 2013. Modelled after the London Fashion Weekend, London's largest and most exclusive designer shopping event, KFW 2013 aims to provide consumers with first-hand look and information for directional trends for hair, make-up and fashion from the Spring/Summer 2013 collection.

KFW 2013 is organised by Tradisi Busana with support from Tourism Malaysia and participating retail giants Metrojaya and Parkson as a platform for promoting duty free shopping while providing excellent brand exposure and creating an important revenue stream for the local retail industry. This year's KFW Spring/Summer will feature a rich and vibrant mix of labels from these leading department stores, which will be on sale in-stores during the 1MMSC 2013. KFW 2013 will also feature designs by local designers under the Karyaneka label, which is available at the Kuala Lumpur Craft Complex. For further information on show schedules, kindly visit www.klfashionweekend.com.

BBKLCC, the premier shopping precinct in Kuala Lumpur, is organising its 'BeJewelled' campaign which offers duty and sales tax free shopping at various jewellery stores. Shoppers will also be rewarded with great gifts and redemption when they shop at over 3,000 stores across the nine malls situated in the Bukit Bintang – KLCC area. For the list of events and activities, as well as sales and promotions organised at your favourite mall nationwide, kindly visit www.tourismmalaysia.gov.my.

REWARDS BY MASTERCARD DURING 1MMSC & 1MUS 2013

In staying true to providing exclusive privileges and priceless experiences, MasterCard Worldwide returns as the official card for the 13th consecutive year, offering a variety of attractive rewards exclusively for MasterCard cardholders during the 1MMSC 2013.

From instantly redeemable gifts to holiday getaways in the mountains, MasterCard will also be introducing a never before done 'Buy It For Free with Credit & Debit MasterCard' programme. Lucky shoppers who are spotted using their MasterCard card during the sales period, will have their shopping paid for!



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With over 300 merchant tie ups at 10 participating malls nationwide, MasterCard cardholders will have abundant opportunities to be rewarded this 1MMSC 2013. In addition, foreign MasterCard cardholders will be able to redeem limited edition Malaysian made gifts from participating malls.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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.

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