



PRESS RELEASE

1MALAYSIA GRAND PRIX SALE 2013 LAUNCH

KUALA LUMPUR, 16 MARCH 2013 - The Formula 1 Grand Prix returns to Malaysia this year, and with it, comes the exciting 1Malaysia Grand Prix Sale which takes place from 16 March to 7 April, sweeping the nation with 23 days of great discounts and promotions.

The sale, which is supported by the Bukit Bintang-KLCC Tourism Association, will be launched at 8.30 pm today by Tourism Minister Dato' Sri Dr. Ng Yen Yen at the Bukit Bintang entrance of Pavilion KL.

This will be followed by a fashion show by model and production company Andrewsmoodels, and the announcement of the international winners of last year's 'BBKLCC Celebration of the Best' contest held in conjunction with the year-end festivities. The two international lucky winners won based on the best slogan in their contest forms.

They will receive the Grand Prize worth RM100,000 in total, comprising of shopping allowances, hotel accommodations, as well as airline tickets to Malaysia to stay, dine, and experience the best of BBKLCC and its privileges.

This year, the 1Malaysia Grand Prix Sale will also feature a multitude of contests, discounts and promotions throughout the 23-day period. Some of the exciting promotions include:

- The Pavilion 'Fast Track to Malaysia Grand Prix' Mastercard contest (12-17 March), where participants stand a chance to win the Grand Prize of a pair of Grand Stand tickets, exclusive F1 merchandise, as well as an Exclusive Pass to attend the F1 Gala night at Majestic KL hotel with every purchase of RM300 in a single receipt at any specialty store.
- The 1Malaysia GP Sale at Sunway Pyramid (16 March – 7 April) with discounts of up to 70% on most outlets, and a chance to win Sepang International Circuit Grand Stand Tickets.
- The '100 Pairs Giveaway' promotion (16 March - 7 April) by Fahrenheit 88, where contestants who spend RM100 in a single receipt at any specialty stores or RM300 at UNIQLO or Brands Outlet can stand to win a pair of shoes, with up to 100 pairs of shoes to give away worth RM20,000.



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Other exciting events held in conjunction with the 1Malaysia GP Sale 2013 include:

1. Malaysia International Shoe Festival (MISF): 28-31 March 2013
2. Formula 1 Petronas Malaysia Grand Prix: 22-24 March 2013

These sale campaigns and events are part of the Tourism Ministry and Tourism Malaysia's initiatives of turning Malaysia into a leading international shopping destination, which has received international recognition. Last year, Kuala Lumpur ranked second best shopping city in the Asia Pacific according to the latest Globe Shopper Index, while a CNN report listed Kuala Lumpur as the 4th best shopping destination in the world.

Last year, Malaysia received 25.03 million tourists, with tourist receipts amounting to RM60.6 billion. Shopping contributed to 30.7% of the total tourist revenue, with a grand total of RM18.56 billion.

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, Malaysia. While the Ministry of Tourism 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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