



MEDIA RELEASE



THE ALL NEW MALAYSIA SAVINGS SALE!

The year-end festivities begin in November with the all new ***Malaysia Savings Sale 2008*** or MSS – a much anticipated shopping event in the country. Previously known as the *Malaysia Year-End Sale*, this year's shopping extravaganza will commence from **29 November 2008 to 4 January 2009**, presenting shopaholics with **37 days** of fantabulous retail therapy, great dining experience and fun entertainment.

The Sale is held at an opportune time as the whole population of the country begins their shopping activities in anticipation of the Christmas and New Year celebrations and the new school year. MSS as the name suggests, provides tourists and locals alike with an opportunity to '**shop and save**' as most items from apparels, accessories and home décor to holiday packages as well as leisure and dining activities will be on offer at discounted prices throughout the sale period.

The main launch event will be held in grand style at **8pm on 28 November 2008** at **Pavilion Kuala Lumpur at Bukit Bintang** and will be officiated by **YB Dato' Sri Azalina Dato' Othman Said, the Minister of Tourism**. In attendance will be the Secretary General of Ministry of Tourism **YBhg Dato' Dr. Ong Hong Peng**, Acting Director General of Tourism Malaysia, **Mr. Amirrudin Abu, Mr. Tony Mariadass,**

General Manager of Shopping Malaysia Secretariat and **Mr. Jim Cheah**, MasterCard Vice President & Senior Country Manager Malaysia & Brunei.

A soft launch by **YAB Dato' Sri Najib Bin Tun Abdul Razak, Deputy Prime Minister** of Malaysia on 23rd October 2008 revealed the new MSS logo, which carries a 'bar code' that one usually associates with products and shopping. It is an international symbol recognised by everyone worldwide. This brainchild of YB Dato' Sri Azalina and the new name for the sale reflect the aim of the Malaysian government in encouraging people to "shop during the Sale period, taking advantage of the bargains, promotions and discounts given", in order to "save" for the upcoming months and new year. This is very true in the case of parents who will be preparing their children for the new school year, come January 2009.

Amongst the events and activities that will take place during MSS 2008 are:

- ❖ The main launch event that will take place on the **28th November 2008** at the **Bukit Bintang Shopping Precinct**, followed by state launches in **Boulevard, Miri** also on **28th November**, **One Borneo, Kota Kinabalu** on **30th November**, **Queensbay Mall, Pulau Pinang** on **3rd December**, **Bandar Kuah, Langkawi** on **5th December** and **Plaza Pelangi, Johor Bahru** on **12th December**.
- ❖ Tourists and locals alike who charge a minimum of RM200 and above on their MasterCard cards at participating malls can redeem instant exclusive gifts and will automatically qualify for a contest to win **prizes worth RM100, 000** (terms and conditions apply). Participating malls include **Pavilion Kuala Lumpur, Mid Valley Megamall, Sunway Pyramid, The Gardens Mall, 1 Borneo Hypermall Kota Kinabalu, Jusco 1 Utama Shopping Centre (old wing), AEON Bukit Tinggi Shopping Centre Klang, AEON Seberang Prai Shopping Centre Penang and AEON Tebrau City Shopping Centre Johor**.
- ❖ **City Fringe Festival** which will take place at the **Bukit Bintang Shopping District every Friday and Saturday** during the sale period from **6.00pm – 11.00pm**. Shoppers in the area will be entertained by a myriad of busking acts ranging from clowns, acrobats and acoustic musicians to artists and painters.
- ❖ Watch bands battle it out at the **MSS X'Mas Band Competition** this December. Preliminary rounds will take place on 13th and 14th December and the final event on 20th December 2008 at Central Market from 2- 8pm.
- ❖ Look out for the **FLY-FM Mobile Cruisers** who will be handing out hundreds of MSS goodies worth more than RM70 to lucky listeners who can answer local shopping trivia and quizzes. Listen up too for **988FM** and **Red FM's** special sale quizzes on air and stand to win a variety of prizes including cash, shopping vouchers and premium

items amounting to RM 18,000, sponsored by Abeille d'Or Chlorella and Tourism Malaysia.

- ❖ See the largest gathering of extreme modified cars in Malaysia from 26th to 28th December 2008, from 10am to midnight at Stadium Putra Bukit Jalil, Kuala Lumpur at the **International Xtreme Autoshow**. Admission tickets at RM30 for adults and RM15 for kids. Demonstrations will also take place at Queensbay Mall, Pulau Pinang on 19th December, Pavilion Kuala Lumpur on 20th December, Sunway Pyramid on 21st December and Mahkota Parade, Malacca on 22nd December.
- ❖ Be entertained by world –renowned artists at the **Ziryab International Music & Arts Festival 2008 Gala Show** on 13th December 2008, 8.00pm at the Mayang Sari Grand Ballroom, JW Marriot Hotel, Kuala Lumpur. Tickets available at RM250, RM500, RM750 and RM1,000. For ticket sales and information log on to www.ziryabfest.com
- ❖ Get tickets to the day shows of the **Malaysia International Fashion Week (M-IFW)** when you spend a minimum of RM150 on your MasterCard at any M-IFW '08 participating designers' outlets from 7th to 29th November 2008. For list of participating outlets, log on to www.m-ifw.com. Terms & conditions apply.
- ❖ Enter a horological haven and feast your eyes on exquisite timepieces at **Starhill Gallery's A Journey Through Time II** from 4th to 14th December 2008.
- ❖ Catch the largest golfing showcase ever in Malaysia at the **Golf Malaysia Showcase 2008** at Mid Valley Exhibition Mall 1 from 11th to 16th December 2008.
- ❖ Shop late into the night at the **Miri Late Night Sale** and enjoy lots of fun at the December Fest 2008 taking place at the Boulevard, Miri Sarawak from 28th November to 31st December 2008.
- ❖ Take in some fun street shopping at the **Street Bazaar in Kuah Town, Langkawi** from 5th to 6th December 2008.
- ❖ Visit the malls in the Klang Valley and enjoy the festive shopping ambience. A '**Best Decorated Mall**' contest will take place from the 3rd to 26th December 2008 featuring an 'Evergreen Christmas' theme. Participating malls include Berjaya Times Square, IOI Mall, Mid Valley Megamall, Pavilion Kuala Lumpur, Subang Parade Shopping Centre, Sungei Wang Plaza, Sunway Pyramid Shopping Mall and the Curve.

During the Sale period, tourists to Malaysia will be able to enjoy privileges and promotions at the malls in and around the Klang Valley. All they need to do is pick up a **Tourist Welcome Pack** from the **airport (KLIA and LCCT)** and the **Tourist Information Counters** in the city which contains a booklet and details on the various **tourist privileges**, how and where to get them and what kind of bargains await them.

So, this year-end, take family and friends to the malls for some fantastic sights and sounds, shop to your heart's content and have a great Merry Christmas and Happy New Year!

For more information, please contact:

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