



MEDIA RELEASE

THE MALAYSIA MEGA SALE CARNIVAL 2009 - BACK WITH A BANG!

The Malaysia Mega Sale Carnival (MMSC), the country's biggest shopping event, is back again this year offering more exciting bargains, discounts, promotions and activities. This much anticipated annual event promises a grand shopping fiesta for eight weeks from **4 July to 31 August 2009**.

During the MMSC, shoppers can look forward to getting a wide variety of products at attractive prices, ranging from haute couture, fashion accessories, jewellery and cosmetics to the latest gadgets, handicrafts and unique curios. All the bargains, promotions, fun activities and contests that will take place throughout the MMSC 2009 offer Malaysians and foreign tourists an exciting shopping experience that will satisfy even the most seasoned shoppers.

THE LAUNCHING OF THE MMSC 2009:

This year marks the 10th anniversary of the Malaysia Mega Sale Carnival, organised by the Ministry of Tourism. It is scheduled to be launched by **YABhg. Datin Paduka Seri Rosmah Mansor, the wife of the Prime Minister, on 5 July, 8pm, at the Pavilion Kuala Lumpur.**

The launching ceremony will also be attended by **44 foreign journalists and TV crews who have been invited to Malaysia under the Mega Familiarisation programme in conjunction with this event.** They are from Australia, Brunei, China, India, Indonesia, Iran, Japan, Saudi Arabia, Singapore, South Korea and the United Arab Emirates.

Before the launching ceremony begins, visitors will get to see performances by local artistes and a high street brands fashion showcase. There will be another fashion show, themed 'Discover the Beauty of Fashion' during the ceremony that features local and international labels.

EVENTS, PROMOTIONS & ACTIVITIES DURING THE MMSC 2009:

Shoppers can expect a host of exciting events throughout the MMSC 2009, starting with a '**Late Nite Celebration**' on **4 July** at **Bukit Bintang**, one of the most popular shopping districts in the city. Shoppers will get to see colourful performances and acts by street buskers and percussion bands, besides enjoying extra special discounts and promotions.

The thrill of the carnival continues throughout the eight weeks with shopping events that include more sales and various shows. Do visit major shopping centres to see what is in store for shoppers. For a showcase of fabulous Middle Eastern music and performances, visit the **Bukit Bintang precinct every Friday and Saturday beginning 10 July** for the **Samrah Festival**, which will be held for seven consecutive weeks.

MasterCard, the official card of the MMSC 2009 returns with more rewards for MasterCard cardholders. Get instant gift redemptions under the **MMSC 2009 MasterCard Redemption Programme** at selected shopping venues, and also stand a chance to win prizes amounting to RM100,000 which include 30 weekly prizes of RM250 and one weekly prize of RM5,000 under the **MMSC 2009 MasterCard Contest**. Those who shop at either the KLIA or LCCT airport can head for the seven MMSC 2009 booths there for the gift redemptions.

To heighten the spirit of the carnival, awards will be given to malls and retailers to encourage them to decorate their premises in line with the theme '**Malaysia Your Shopping Oasis**'. Categories for the **Best Window Display Contest** include Departmental Stores, Specialty Stores and Food and Beverage Outlets, while categories for the **MMSC 2009 July Shopping Centres' Award** include Central Business District shopping centres and Suburban shopping centres.

Shoppers can feel the excitement of the MMSC 2009 not only in major shopping centres but also at street markets and bazaars. Do make a trip to Central Market, Petaling Street, the local China Town, and Little India in Brickfields, as well as Jalan Tuanku Abdul Rahman and Jalan Masjid India. On top of enjoying some superb bargains, you will also experience Malaysian street shopping at its best!

PROMOTIONS BY KERETAPI TANAH MELAYU & MALAYSIA AIRLINES:

Keretapi Tanah Melayu (KTM), the local railway network, is offering a 25% discount on inter-city train tickets from 5 July to 31 August 2009 (*not valid from Friday to Sunday & during the school holiday from 21 - 31 August 2009*). To qualify for this offer, passengers are required to produce receipts with a minimum purchase of RM100 (in a single receipt) from any shopping mall.

Malaysia Airlines (MAS) is offering excess baggage allowance for passengers flying from Malaysia to selected destinations. Under the MH Smart Fare brand, an additional 5kgs and 10kgs will be given to passengers in the Economy Class and Business Class respectively. Under the MH Flex Fare brand however, an additional 10kgs will be given to both Economy and Business Classes.

STATE-LEVEL LAUNCHES OF MMSC 2009:

Outside the Klang Valley, state-level launches of MMSC 2009 will take place in Penang (8 July), Kota Bharu (10 July), Kota Kinabalu (11 July), Johor Bahru and Miri (18 July).

This is certainly an occasion that calls for comfortable walking shoes and high levels of energy. So gear up for the grand shopping carnival of the year and treat yourself to a marvellous shopping experience in Malaysia.

For more information on MMSC 2009, kindly log on to:
<http://tourism.gov.my/megasale> or contact Ms. Alina Faiz, Manager, PR &
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