



malaysiamegasalecarnival
PRESS RELEASE

Midyear in Malaysia pulsates with the excitement of various events, one of which is the annual Malaysia Mega Sale Carnival (MMSC). Yes, the sale event of the year will soon be at our doorsteps.

For a glorious 59 days from **5th July till 1st September 2008**, the MMSC will work hard to whip up a fabulous shopping spree. The MMSC tide is all set to sweep the nation up in a whirl of mind-blowing promotions and tempting bargains. No matter if you are a local or a visitor, expect to be served a tantalising shopping spread, designed to satisfy even the most seasoned shopper.

This year on 5th July, the **MMSC will be launched for the ninth time**. Organised by Ministry of Tourism, Tourism Malaysia and the Shopping Malaysia Secretariat, the MMSC 08 will be launched in a brand new style- that is in staggered sessions at various malls throughout the four major shopping precincts in Klang Valley. The events will begin from 9am till 10.45pm **The finale at Bukit Bintang will be officiated by the Minister of Tourism, YB Dato' Sri Azalina Dato' Othman Said.**

Look out for the exciting **kick off at Sunway Pyramid, 1 Utama, Mid Valley Megamall and The Gardens, Berjaya Times Square, and Pavilion Kuala Lumpur**. From the moment of the launch till the end of the shopping season, shoppers can look

forward to themed sale promotions, shopping contests, redemption programmes, carnivals, late night sales and entertainment shows.

MasterCard Worldwide, the official card of the MMSC since the inception of the programme for the eight consecutive year running, presents the '**Shop, Eat and Rejuvenate with MasterCard**' programme with its astounding **RM100,000** cash prize! Each transaction made with a MasterCard card within Malaysia, entitles the cardholder to an automatic entry and a chance to win this fantastic prize.

With shopping enthusiasts in mind, leading malls around the nation are also opening the doors to a world of privileges and redemption opportunities exclusively for MasterCard cardholders. Purchases made on MasterCard cards will be accompanied with a gift redemption at participating malls and the opportunity to participate in the 'Shop, Eat and Rejuvenate' programme. At the end of the campaign period, one Grand Prize winner will walk away with RM50,000 while five secondary winners will be rewarded with RM10, 000 each.

Catch **late night shopping sprees** at Pavilion KL on 5th July, JB City Square on 9th Aug, Sunway Pyramid on 29th Aug and Gurney Plaza, Penang on 31st Aug. Patrons of the Giant Hypermarket in Bandar Puteri Puchong and Bachang Utama, Melaka will be happy to know of the extended late hours on 2nd, 30th and 31st Aug.

Win 5 free shopping vouchers weekly, worth RM100 each as well as freebies from various shopping malls when you play an online game on www.virtualmalaysia.com. These goodies are up for grabs over 11 weeks from June 16th till 31st August 2008.

A special **Mega Sale Shopping Carnival Package** will be available during this sale period too. Tourists who sign up will be taken on a tour to key shopping locations to get a taste of the various shopping offers Kuala Lumpur has to offer.

100,000 copies of the **Malaysia Mega Sale Carnival Tourist Privilege Card** will be distributed to foreign tourists at hotels, shopping malls and the Kuala Lumpur International Airport (KLIA), in an effort to lure tourists to shop. The card entitles the bearer to discounts or special offers at various retail outlets. Information on these privileges can be obtained from www.malysiamegasale.com.my.

The fun and fever of the MMSC will be especially evident in the Klang Valley, Penang, Johor Bahru and Miri. From fashion, haute couture, accessories, jewelleries and cosmetics to sophisticated electrical and hi-tech equipment, handicrafts and unique curios - an endless array of goods will be offered at unbelievable prices. Don't miss out on this mid-year shopping fiesta - get ready to SHOP MALAYSIA!

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