



MEDIA RELEASE

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

The Malaysia Mega Sale Carnival is back, offering locals and tourists alike an exciting shopping experience. Held from 4 July until 31 August, this year's edition promises more great bargains, discounts, promotions and activities to shoppers thanks to collaborations with retail and industry partners.

This year marks the 10th anniversary of the Malaysia Mega Sale Carnival, organised by the Ministry of Tourism. The event is organized yearly with the aim of developing Malaysia as the premier shopping destination in the region.

With its offerings of quality local products and international brands, and the development of trendy shopping malls, Malaysia is primed to attract shoppers and tourists to its shores. Food promotions, entertainment and other fun activities are also in store to provide shoppers a complete shopping experience.

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:

It is scheduled to be launched by YABhg. Datin Paduka Seri Rosmah Mansor, the wife of the Prime Minister, on 5 July, 8 pm, at the Pavilion Kuala Lumpur.

Some 54 foreign journalists and TV crews, invited by Tourism Malaysia under the Mega Familiarisation programme, are expected to cover the event as well as help publicise Malaysia as a tourist and shopping destination. The participants are from Australia, Brunei, China, India, Indonesia, Iran, Japan, Saudi Arabia, Singapore, South Korea and the United Arab Emirates.

Scheduled activities on the launch day include performances by local artists and fashion shows of both local and international brands.

EVENTS, PROMOTIONS & ACTIVITIES DURING THE MMSC 2009:

This year's MMSC will start 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 till late at night.

The thrill of the carnival continues throughout the eight weeks at the various shopping malls nationwide. Visitors are encouraged to check with the respective shopping malls to find out their scheduled programmes and promotions.

To enhance the shopping experience in Malaysia, visitors will also be entertained with a showcase of fabulous Middle Eastern music and performances at the Bukit Bintang precinct. Known as the Samrah Festival, the music performances will be held every Friday and Saturday beginning 10 July for seven consecutive weeks.

MasterCard the official card of MMSC makes it even more exciting for cardholders through its attractive weekly “Spend and Redeem with MasterCard” programme. Shoppers who make purchases with their MasterCard cards anywhere within Malaysia during the MMSC period will have the opportunity to redeem vouchers at participating outlets worth up to RM100,000! The mechanics are simple. The first 30 MasterCard cardholders who spend a minimum of RM2,500 anytime, anywhere in Malaysia throughout the MMSC period will redeem a RM250 shopping voucher. In addition, the cardholder with the highest spend on their MasterCard card for the week will win the Weekly Grand Prize shopping voucher worth RM 5,000.

Beyond that, shoppers can also look forward to exclusive gifts and attractive spending rewards upon purchase of a wide range of products and services at participating shopping malls. These malls include IKANO Power Centre, Mid Valley Megamall, Pavilion Kuala Lumpur, Queensbay Mall Penang, Sunway Carnival Mall, Sunway Pyramid Shopping Mall, The Gardens Mall, and Parkson stores nationwide. Shoppers who spend RM250 and above with their MasterCard card at KLIA or LCCT-KLIA will be able to redeem free vouchers from Malaysia Airports.

As an incentive for shopping malls and retailers to get into the spirit of the shopping carnival, awards will be given to malls and retailers who display interesting decorations at their premise in line with the “Malaysia Your Shopping Oasis” theme. The awards are for Best Window Display and the MMSC 2009 July Shopping Centres Award.

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). A special launch of MMSC will be held at KLIA on 16th July by Malaysia Airports Holding Berhad.

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 & Communications Shopping Malaysia Secretariat, Tourism Malaysia at Tel: 03-26158124, e-mail: alina@tourism.gov.my.

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