



## MEDIA RELEASE

### MALAYSIA MEGA SALE CARNIVAL 2010

The 2010 Malaysia Mega Sale Carnival (MMSA 2010) will soon be here to sweep the nation up in a frenzied shopping fervour! Kicking off on **24<sup>th</sup> July** and running till **16<sup>th</sup> September 2010**, the sale this year promises to be a grand shopping fiesta lasting almost 8 whole weeks.

The country's biggest sale carnival brings you a whole range of bargains on various merchandise from home grown products, exclusive designer goods, exotic local handicrafts, funky fashion-wear, the latest gadgets and tempting dining experiences to fabulous holiday packages. Making your shopping experience even more worthwhile is the fact that many of the retail goods are tax exempted or duty free. From glitzy high-end malls to bustling street markets, you will be spoilt for choice with the endless spread of goods with attractive price tags.

The sale carnival focuses on fashion this time around. Look out for the **Bukit Bintang Fashion Carnival** to catch colourful fashion shows featuring collections from local designers and retailers from the malls in the Bukit Bintang area. Head for Yayasan Selangor building, Pavilion Kuala Lumpur and Berjaya Times Square to watch them.

Show schedule is as follows:

VENUE	DATE	TIME
Berjaya Times Square	Friday, 23 <sup>rd</sup> July 2010	8.00pm - 8.30pm
	Saturday, 24 <sup>th</sup> July 2010	1.30pm - 2.00pm
		2.45pm - 3.15pm
4.00pm - 4.30pm		
5.15pm - 5.45pm		
6.30pm - 7.00pm		
7.45pm - 8.15pm		
Sunday, 25 <sup>th</sup> July 2010	1.30pm - 2.00pm	
	2.45pm - 3.25pm	
Yayasan Selangor	Friday, 23 <sup>rd</sup> July	6.00pm-6.30pm
	Sunday, 25 <sup>th</sup> July 2010	8.00pm-8.30pm
		9.30pm-10.00pm
Pavilion Kuala Lumpur	Friday, 23 <sup>rd</sup> July	1.00pm-1.30pm
	Sunday, 25 <sup>th</sup> July 2010	3.00pm-3.30pm
		5.00pm-5.30pm
		7.00pm-7.30pm

The thrill of the carnival is expected to continue through numerous other mall events designed to entertain and enliven the shopping spirit. In addition, the **Best Window Display Contest** and **Shopping Centre Awards** will once again be given out to malls and retailers who best dress up their premises to match the selected theme.

The fun spills over from the big shopping centres onto the roads where street markets and bazaars buzz with a fusion of colours, sounds and of course, more bargains. Do

make a trip to Klang Valley's effervescent districts of Petaling Street or the local China Town, Little India at Brickfields, Jalan Tuanku Abdul Rahman and Masjid India. On top of picking up some superb buys, you will also experience Malaysian street shopping at its best! And to sweep spectators up in the shopping carnival tide, Klang Valley's public transportation network will be sporting colourful wraparound announcing the sale and its perks.

To add to the excitement, MasterCard, the official card of the MMSC 2010, will be rewarding its cardholders with attractive weekly prizes worth up to RM100,000 through its 'MasterCard Spend and Win Programme'. Every week for eight weeks, MasterCard cardholders will stand a chance to win a MasterCard Priceless Eco travel package to East Malaysia. Aside from this priceless experience, MasterCard will also be giving away two Apple iPad 3G, weekly for eight weeks. Each transaction charged by a MasterCard cardholder during the promotion period entitles the cardholder to one chance to win one of a total of 24 prizes. Cardholders will automatically be entered through their transactions and the selection process will be done via a computerized system.

Shoppers can take part in this MasterCard programme when they shop at participating shopping malls. These malls include AEON Bandaraya Melaka, AEON Bukit Tinggi - Klang, AEON Tebrau City - Johor, Hartamas Shopping Centre, Mid Valley Megamall, IKANO Power Centre, Pavilion Kuala Lumpur, Subang Parade, The Curve, The Gardens Mall and Tropicana City Mall. Aside from shopping malls, this year, the programme is also extended to KL International Airport, KLIA-LCCT, Kota Kinabalu International Airport, Kuching International Airport, Langkawi International Airport and Penang International Airport.

Off the streets, you can put your creativity to the test with the **MMSC10 Website Contest**. Capture your favourite shopping moment in Malaysia in a 3-minute video clip and stand a chance to win prizes worth up to RM10,000! Log onto [www.shopmalaysia.my](http://www.shopmalaysia.my) to answer trivia questions for daily prizes too.

Radio listeners can expect sale excitement from several stations too. Keep an ear out for special **MMSC10 Radio Contests** on Sinar FM, Mix FM and My FM. Start saving your shopping receipts and take part in Sinar and Mix FM's R'hingo contest; if your receipt amount matches the figure the deejay picks, you could win cash up to RM1,000. MY FM fans on the other hand, can start checking the serial numbers on their RM5 notes to see if it's the Lucky Note that will win them up to RM5,000! For more details, log onto [www.sinar.fm](http://www.sinar.fm) , [www.mix.fm](http://www.mix.fm) and [www.my.com.my](http://www.my.com.my) .

As thrilling as it may be, don't spend all your time just shopping while at the malls. Do browse around for the many delightful and often rewarding activities that will be happening in just about every shopping centre during the carnival season. Join in, be entertained and even win fantastic prizes!

For more updates, log onto [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my) or [www.shopmalaysia.my](http://www.shopmalaysia.my) or contact **Ms. Shanta Dass, Shopping Malaysia Secretariat** at **+603 2614 8694** or via email at [shantadass@tourism.gov.my](mailto:shantadass@tourism.gov.my)

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