



MEDIA RELEASE

LAUNCH OF “SABAH 101 DIVE TREASURES” BROCHURE

Tourism Malaysia Sabah Office, Sabah Tourism Board and Sabah dive operators have collaborated to produce “Sabah 101 Dive Treasures” - a brochure highlighting almost all of Sabah’s popular dive sites.

Launching “Sabah 101 Dive Treasure” was YBhg. Dato’ Mirza Mohammad Taiyab, Tourism Malaysia’s Director General together with Fauziah Latiff, Ambassador of Coral Malaysia. The launch on 31 July 2010 at the Putra World Trade Centre (PWTC) also coincided with the ‘Malaysia International Dive Expo 2010’ from 30-31 July 2010. Also present at the launch was Mr. Clement Lee, Board Member from Sabah Tourism Board cum Managing Director of Borneo Divers and Sea Sports Sabah.

According to YBhg. Dato’ Mirza, the launched of the brochure was to encourage and attract diving enthusiasts to choose Sabah as a diving destination and regarded it as a timely move due to the closure of several dive sites on the West Coast of Peninsular Malaysia because of the coral bleaching phenomenon.

“I hope that this brochure will help promote Sabah’s many islands such as Matakang Island, Pom Pom Island, Sibuan Island, Siamil Island and Pulau Tiga. These islands offer a rich marine life and an amazing underwater paradise,” says YBhg. Dato’ Mirza.

Apart from listing Sabah’s many dive sites, the brochure also provided a directory of dive operators, resorts and a map of diving locations in Sabah.

“Sabah 101 Dive Treasures” can be obtained for free from Tourism Malaysia’s Tourist Information Centres in Kuala Lumpur, Selangor and Sabah.

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Issued by: Communications & Publicity Division, Tourism Malaysia
Date: 31 July 2010
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