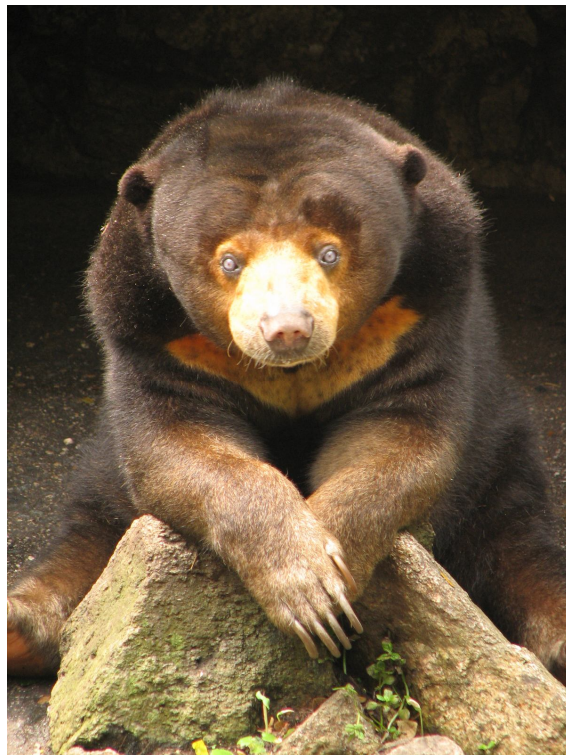


MEDIA RELEASE

**THE TABIN EXPERIENCE: EDUCATION,
CONSERVATION AND RELAXATION**



Picture courtesy of Wong Siew Te, CEO/Founder of Bornean Sun Bear Conservation Centre.
<http://sunbears.wildlifedirect.org/>

Tabin Wildlife Resort in Lahad Datu, Sabah on the island of Borneo, invites its guests to make their holidays on the resort a more meaningful one through its latest campaign, A Beary Wonderful World, which promotes Sun Bear conservation efforts.

Tabin Wildlife Resort will donate RM100 to the Bornean Sun Bear Conservation Centre for the purchase of each 3 Days 2 Nights Tabin tour program for visits between October and December 2009. On top of that, each guest will get a Sun Bear plush toy in return for the good deed.

Borneo is home to the world's smallest bear species, the Malayan Sun Bear (*Helarctos malayanus*). With forest degradation and development, living space available for the Sun Bear is fast reducing. Sun bear populations are also threatened by illegal hunting and poaching for food and medicines, to prevent damage to crops and villages, and to capture small cubs for the pet trade. The protected forest of Tabin Wildlife Reserve is one of the places where the Sun Bear can find refuge and hopefully thrive. Footprints of this endangered animal have been seen around the Lipad Mud Volcano, not far from Tabin Wildlife Resort.

The objectives of the Bornean Sun Bear Conservation Centre, located at Sepilok near Sandakan, are to provide improved facilities for the bears, promote public awareness, education and research and wherever possible, to rehabilitate bears back into the wild.

The 3 Day-2 Night Tabin package is priced at RM1160 per person (minimum 2 bookings required) and includes accommodation at one of the cozy timber lodges on Tabin Wildlife Resort, visits to the Lipad mud volcano which provides a mineral salt lick for wildlife, treks to the

Lipad waterfall and a night “safari” to look out for nocturnal wildlife and birds.

Located some 50 km northeast of Lahad Datu in Sabah, Tabin Wildlife Resort offers luxury in the forest. The surrounding rainforest with the Lipad river nearby is a lovely setting and home to a surprising variety of birds, insects and small mammals, even right beside the buildings of the resort. Discover the rich variety of jungle herbs, some endemic, used for generations by local folks for the treatment of various ailments.

Tabin was declared a wildlife reserve because of the large numbers of animal species inhabiting its forest, including several which are highly endangered. With a protected forest area of 120,500 hectares, Tabin plays an important role as a dedicated ground for the breeding of endangered wildlife and protected mammals in Sabah.

For further information, contact
Tabin Wildlife Holidays Sdn Bhd
Tel: +60 88 267266
Email: enquiry@tabinwildlife.com.my
Website : www.tabinwildlife.com.my

Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 7 Oct 2009

Tel: +603 2615 8188; Fax: +603 2615 8299

For more information, e-mail: anisramli@tourism.gov.my or

log on to: www.tourismmalaysia.gov.my