



MEDIA INFO

FOR IMMEDIATE RELEASE

1MALAYSIA YEAR-END SALE 2016 (1 NOVEMBER – 31 DECEMBER)

GRAB THE BEST YEAR-END DEALS!

It is almost time to pull the curtain down on 2016 and usher in 2017. This time of the year also marks the beginning of another exciting shopping extravaganza throughout Malaysia. Yes, the much-anticipated 1Malaysia Year-End Sale (1MYES) is back again with best of the best deals and fantastic discounts to entice shoppers to shop till they drop.

There is definitely something for everyone during this two-month sales campaign. This is the time to hunt for value-for-money back-to-school offers and amazing discounts for your kids, fulfill your Christmas shopping list, or splurge on something luxury as a pat on the back for your hard work this year.

Besides that, various exciting events and activities have also been lined up at participating malls and retail outlets. With Christmas and New Year's theme-related activities taking centre stage, contests, promotions, cultural performances, and authentic gastronomic adventures, are also in place to complement your shopping experience, making it more enjoyable and memorable.

Tourists can get the best out of shopping in Malaysia through special privileges and rewards, such as duty-free items and gift redemptions, offered by participating malls and outlets, as well as GST refund at the country's exit points.

So, what are you waiting for? Check out all the 1MYES offers, events and happenings throughout the country, grab the best year-end deals, and welcome the New Year with a healthy dose of fun, fashion and fabulousity!

MELAKA

Freeport A'Famosa Outlet

Christmas Promotion (Nov-Dec)

Grab free gifts and giveaways from participating retailers and wrap up your shopping spree with various entertainment programmes held at the premises.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
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JOHOR

IOI Mall Kulai

Thursday Surprise (3-24 Nov)

Shop for a minimum of RM10 at any outlet from 8.30pm every Thursday and be entitled to join the Unlock Mystery Door contest. A mystery gift awaits if you succeed to unlock the door.

Spend & Win (1-24 Nov)

Be in the running to win great prizes (including cash vouchers, home appliances and tickets to Batu Pahat Wet World, etc.) by spending a minimum of RM100 in a single receipt or two receipts (maximum) from normal retailers, or a minimum of RM150 in a single receipt or two (maximum) from anchor tenants.

KUALA LUMPUR & SELANGOR

Atria Shopping Gallery

Atria 1MYES Voucher Redemption (1 Nov-31 Dec)

Spend RM200 in a maximum of two combined receipts on the same day and redeem RM5 gift voucher.

Atria 1MYES Lucky Draw (1 Nov-31 Dec)

With every RM100 spent, stand a chance to win attractive prizes in the Grand Lucky Draw.

Atria 1MYES Happy Hour Sale (1 Nov-31 Dec)

Look out for crazy deals of products or services by select stores during weekends.

Avenue K

1MYES Special (18 Nov 2016-3 Jan 2017)

Redeem RM20 voucher from Shoes Gallery with RM500 spent in two combined receipts (maximum).

Cheras Leisure Mall

Christmas Promotion (2-25 Dec)

Spend a minimum of RM200 in a single receipt from any participating outlets to get a free travel adapter.

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DA MEN Mall

The Sweetest Sale-1MYES (1 Nov-31 Dec)

Sweeten up your day and get rewarded with sweet treats, amazing prizes and fun activities as you shop and dine. Spend RM100 and be rewarded with a free treat. For every RM150 spent, stand a chance to win vouchers and mystery gifts from various participating outlets. Share your #damensweetmoments on Instagram, tag @damenmall to win vouchers.

ERAMAN Malaysia

Shop & Stay Campaign (15 Aug 2016-15 Feb 2017; Airport Shoppe, Level 3, MTB, KLIA and Chocolate Shop, Level 3, MTB, KLIA)

With every RM 30 spent in a single receipt at Airport Shoppe, get RM10 gift voucher to be redeemed at Chocolate Shop.

F&B Campaign (Oct-Nov; Bibik Heritage, klia2)

Get RM10 gift voucher with a minimum spending of RM30 at Bibik Heritage, klia2.

EPC Double Rewards with Malindo Air (Asean) (Nov-Dec; all ERAMAN retail outlets at KLIA and klia2)

Get 20% discount with a minimum purchase of RM300 nett in a single receipt (excluding tobacco and several select brands).

Fahrenheit88

Step Up Sale (1 Nov-31 Dec)

Spend RM150 at any specialty store or RM200 at Brands Outlet, Shoes Gallery by Parkson or Uniqlo to stand a chance to be rewarded by participating shoes outlets. Wear your best shoes to Fahrenheit88 and snap a picture at the #shoesoftheday corner – Your Insta-worthy shot will be rewarded with vouchers.

Jaya Shopping Centre

Winter Fantasy at JSC (25 Nov 2016-1 Jan 2017)

Celebrate Christmas with family and friends at the synthetic ice rink. Experience snowfall and skate with cosplay characters.

Atrium Fairs

Check out the different fairs, namely Christmas Trim Shop (24 Nov-25 Dec), Toys "R" Us Christmas Bazaar (24 Nov-14 Dec), and Chapter One Bookstore Christmas & Back to School Fair (15-31 Dec).

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Christmas Promotion

Spend a minimum of RM250 and redeem an exclusive premium gift. Spend RM300 and stand a chance to win a pair of Malindo Air return tickets to Perth, Australia, this Christmas. (Three pairs of tickets to be given away).

Kraftangan Malaysia

Sarawak Craft Festival / Malaysian Craft Promotion (in conjunction with Kuching Waterfront Festival) (11-20 Nov; Kuching Waterfront, Sarawak)

Shop for Borneo handicrafts, enjoy local cultural performances, take part in interactive craft lessons and see the annual Dragon Boat Race during the Kuching Waterfront Festival.

Kuala Lumpur International Craft Festival (24-27 Nov; Kompleks Kraf Kuala Lumpur)

Shop for a variety of authentic textiles and unique handicrafts from 37 countries including Malaysia.

Year-End Sale (Nov 2016-Jan 2017; Karyaneka, Kompleks Kraf Kuala Lumpur)

Get the best local craft products at special discounts up to 50%.

6th Johor Craft Festival (15-25 Dec; Padang A Johor Bahru Mall)

Enjoy the various exciting programmes lined up for the festival, including cultural performances, demonstrations of batik-making and cooking of Johor's traditional cuisines, and buy a piece or two of crafty art masterpieces as souvenirs for families and friends.

Lot 10 / Starhill Gallery

Customers' Reward (1 Nov-31 Dec)

Stand a chance to win a pair of British Airways premium economy return tickets of Kuala Lumpur-London worth over RM30,000 with a minimum spending of RM10,000.

Mid Valley Megamall

Christmas Promotion (24 Nov 2016-1 Jan 2017)

Be rewarded with special Christmas tokens when you spend at specialty stores and swipe with your HSBC credit card for better redemption privileges. Collect the tokens and use them to redeem your preferred gifts at the Christmas Gift Store.

Pavilion Kuala Lumpur

1MYES (1 Nov-31 Dec)

- a) Steps In The City - Stand a chance to win a pair of designer shoes weekly with RM1,000 spent at specialty stores.
- b) Black Friday Sale – Grab fabulous items with discounts up to 70% on the inaugural sale that will be held on 25 Nov.

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- c) Tourists' Rewards – Tourists will enjoy various privileges, special offers, discounts and gifts at over 250 participating stores.
- d) Unionpay Shopping Privileges – Receive a free gift with RM500 spent in a single receipt with Unionpay Card (card number starting with '62') at any specialty store.

Plaza Low Yat

Pre-Christmas ICT Carnival 2016 (2-4 Dec)

Spend a minimum of RM200 in a single or combined receipts from the participating outlets at Plaza Low Yat, BB Park or Federal Hotel Arcade to be in the running to win the grand prize of home appliances worth RM20,000, or shopping vouchers worth RM5,000 (second prize), or RM2,000 (third prize).

SOGO

Christmas Promotion (1 Nov-31 Dec)

Redeem RM10 cosmetic rebate coupon for every purchase of RM100 from a single cosmetic or fragrance brand (excluding value buy items and purchases made with KL SOGO rebate coupons). Get a free beaded clutch with a minimum purchase of RM800 (for S Card members) or RM1,000 (for non-members) in a single receipt. Get a Christmas shopping bag for free with a minimum purchase of RM200 (for S Card members) or RM250 (for non-members) in a single receipt.

Sunway Putra Mall

Shop. Spin. Win (25 Aug-25 Nov)

Spend a minimum amount and stand a chance to spin The Wheel and win attractive prizes. Shoppers who spend RM100 in two receipts are entitled to spin it once. Sunway Pals Members who spend a minimum of RM80 in two receipts can spin it once. HSBC credit card holders are entitled for a bonus spin if they spend RM100 in two receipts.

Christmas Promotion (Dec)

Enjoy awesome spending deals and participate in the lineup of festive activities like carolling or meet and greet Santa Claus.

Sunway Pyramid

Christmas Promotion (25 Nov-25 Dec)

Redeem exclusive Christmas gifts with a minimum spending amount at over 900 outlets in the mall.

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Suria KLCC

Christmas Promotion (25 Nov-28 Dec)

Spend a minimum of RM650 in two receipts (maximum) and get an exclusive tea set. During the four weekends prior to Christmas, spend a minimum of RM3,000 and get a free exclusive cosmetic gift set. Get entertained with performances by the Highland Bagpipe Band or the Malaysian Philharmonic Young Orchestra (among others) or say Hello to Santa at the meet and greet session.

1Utama Shopping Centre

Christmas Promotion (28 Nov-26 Dec)

Get rewarded with lots of gifts and exciting promotions to celebrate the joyous occasion.

PENANG

Gurney Paragon

1MYES (1 Nov-31 Dec)

Spend RM300 and above (maximum of two combined receipts) to enter a lucky draw, offering weekly prizes and a grand prize.

Penang Hawker Festival (19-20 Nov)

Go on a gastronomic adventure and taste the flavours of Penang at this food festival.

Toys Warehouse Sales (25 Nov 2016-2 Jan 2017)

Have fun hunting for toys for your little darlings or perhaps, that child in you.

Christmas In Sesame Street (1 Dec 2016-2 Jan 2017)

Spend RM200 to redeem two passes to the biggest Sesame Street Christmas event in Malaysia (Gurney Paragon card members will receive special gifts too).

Gurney Plaza

1MYES & Gurney Plaza's 15th Anniversary (1 Nov-31 Dec)

Spend RM250 and above in a single receipt and be entitled to enter the Win Yourself A Shopping Trip lucky draw.

Amazing Japan (12-27 Nov)

- a) Spend RM800 and above (with a maximum of two combined receipts) and be entitled for a gift redemption at Shu Uemura (12-13 Nov).
- b) Watch demonstration of Japanese martial art Iaido (20 Nov).
- c) Participate in Kimono-Dressing & Photography Contest (26-27 Nov).

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Christmas Promotion (6 Nov-25 Dec)

- a) Bring your child to meet Santa Claus this Christmas (10-24 Dec).
- b) Spend RM800 and above (with a maximum of two combined receipts) and redeem Sothys Christmas pillow box case (10-11 Dec).
- c) Get mesmerised with live performances of Christmas tunes (16-25 Dec).
- d) Spend a minimum of RM1,000 (with a maximum of two combined receipts) and redeem SK Jewellery pearl earrings (17 Dec).
- e) Shop for a minimum of RM600 (with a maximum of two combined receipts) and be entitled to redeem Marks & Spencer hand cream (23-25 Dec).

1st Avenue Mall

Shop & Fly Contest (1 Nov-31 Dec)

Spend a minimum of RM100 in a single receipt and enter the contest that offers premium return tickets to the USA for one (Grand Prize), four return tickets to Taiwan, and RM30,000 worth of exciting prizes.

Tourists' Incentives (1 Nov-31 Dec)

Get I Love George Town luggage tag and a postcard with snapshots of the city's tourist attractions with a minimum spending of RM100 in a single receipt at any outlet.

Santa's Arrival Rewards (1 Nov-31 Dec)

Win one free TGV movie pass with a minimum of RM50 spent in a single receipt. Get I Love George Town Christmas mug with a minimum spending of RM300 in two combined receipts (maximum) at any outlet, or redeem I Love George Town calendar diary with a minimum spending of RM500 in two combined receipts (maximum) at any outlet.

Sports & Active Wear Carnival (1-13 Nov)

Grab the great bargains at Original Classic and test your stamina at the various fun activities held during the carnival.

I Love George Town T-shirt Launching (1-13 Nov)

Own an exclusive I Love George Town T-shirt with a minimum spending of RM500 at any outlet.

Creative T-shirt Design Contest (5-6 Nov)

Test your creativity on designing your own T-shirt and win awesome prizes.

Speedy Video Road Show (18-27 Nov)

Visit the outlet's showcase and get updated with the latest movies and music and an insight of the industry's state-of-the-art technology.

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Movie Marathon (19-20 Nov and 26-27 Nov)

Stay awake and have fun watching movies non-stop for 10 hours and stand a chance to win amazing prizes.

Cosas United Fair (2-25 Dec)

Shop at the brand's luggage and winter fair and enjoy special offers up to 70% off.

Takasima Fair (30 Dec 2016-2 Jan 2017)

Get Takasima's latest products and enjoy exclusive promotions at the fair.

Christmas Promotion (3-25 Dec)

- a) Joyous Christmas Music Feast (3-4, 10-11, 17-18 and 24-25 Dec).
- b) Santa & Santarina Coming to Town (3-4, 10-11, 17-18 and 24-25 Dec).
- c) Christmas Dance by a hip-hop trio (17-18 and 24-25 Dec).
- d) Clown Dance & Christmas Wonderland Magic Show (10-11 and 24-25 Dec).

KEDAH

Aman Central

Aman Central 1st Anniversary / Drive Me Home – Win A Beetle Contest
(1 Oct 2016-5 Feb 2017)

Spend RM100 and stand a chance to win a Volkswagen Beetle and other amazing prizes with a total worth of over RM150,000.

SABAH

Harbour Mall Sandakan

1MYES (1 Nov-31 Dec)

Make a minimum purchase of RM100 (single or combined receipts) at any participating outlets and be entitled to enter the Super Lucky Draw and win exciting prizes.

Imago Shopping Mall

The Reformatory (Halloween) (14 Oct-13 Nov)

Spend RM100 and above in accumulated receipts to redeem one entrance ticket (one ticket for two to four people) to The Reformatory where you can experience thrilling mysteries and uncover hidden secrets within prison walls.

Christmas In Imago (1 Dec 2016- 1 Jan 2017)

Celebrate Christmas with loads of fun-filled activities and special redemptions offered by participating retailers for one whole month.

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ENDS

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

Press contact:

Media Relations Unit:

Mohd Libra Lee Haniff, Deputy Director, Corporate Communication Division

Tel: +603-8891 8752

Email: mohdlibra@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

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