



MEDIA RELEASE

1MALAYSIA GP SALE LAUNCH

Tourism Minister Dato' Sri Dr. Ng Yen Yen launched the 1Malaysia Grand Prix Sale on 28 February at Seventh Heaven, on the 7th floor of the Pavilion, Kuala Lumpur. The 1Malaysia GP Sale will be held from 10 March to 15 April 2012.

Taking a breather from playing in the BMW Malaysian Open in Kuala Lumpur, three world class tennis players, Shuai Peng, Jelena Jankovic, and Agnieszka Radwanska, were also present at the 11 am launch event. The tennis starlets will also act as ambassador to help promote Malaysia as a shopping destination especially with the attraction of the 1Malaysia GP Sale and duty free shopping.

Following the launch, they proceeded on a shopping tour of Luxury Brand stores in Pavilion after witnessing a fashion show featuring some of Parkson's shoe designs. Lucky Draw Prizes sponsored by the tenants of Pavilion KL were given out to the lucky members of the audience at the launch. Amongst the prizes were Storm London watches, Shu Uemura gift set, fragrance set by Parkson, and a Sembonia handbag.

The media launch was preceded by the Minister taking a walk through the newly opened covered walkway from the Kuala Lumpur Convention Center.

The covered walkway, which connects KLCC to Bukit Bintang, is one of the Entry Point Projects under the Malaysia Tourism Transformation Programme to create a comprehensive pedestrian network in the city. It is expected to enhance travel for those intending to shop within the Golden Triangle, thus making the Bukit Bintang/KLCC area a vibrant shopping precinct.

Other events that will be held in conjunction with the 1Malaysia GP sale are:

1. Malaysia International Shoe Festival (MISF), 29 March to 1 April
2. F1 Race Day, 23 - 25 March
3. The 4th Putrajaya International Hot Air Balloon Fiesta 2012, 15 -18 March

The MISF will be jointly launched with world-renowned designer, Dato' Professor Dr. Jimmy Choo at the Putra World Trade Centre.

Mastercard is the official card of the 1Malaysia GP Sale. Mastercard has helped promote Malaysia as a premier shopping destination through various programmes with the Ministry.

During the course of the sale, both foreign and local cardholders enjoy special

privileges and rewards at participating outlets nationwide including instant mall redemption and unique prizes.

By spending a minimum of RM500 via Mastercard at Pavilion KL, cardholders stand to win delectable treats to share with friends and family.

Cardholders also stand a chance to win autographed merchandise from the Women's Tennis Association professionals or branded handbags through an exclusive contest in collaboration with Pavilion KL. Those in Penang can also look forward to receiving exquisite coin purses by spending a minimum of RM200 at Queensbay Mall, Penang.

Last year, Malaysia received 24.7 million tourists, with tourist receipts amounting to 58.3 billion ringgit. Shopping contributed to 30% of the total tourist revenue, with a grand total of 17.5 billion ringgit.

For more information/media releases, please visit our website at www.tourismmalaysia.gov.my

Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 28 February 2012

Tel: 03-8891 8764; Email: khairie@tourism.gov.my

Website: www.tourismmalaysia.gov.my

Facebook: <http://www.facebook.com/friendofmalaysia>

Twitter: <http://twitter.com/tourismmalaysia>

Blog: <http://blog.tourism.gov.my>