

Press Release

FOR IMMEDIATE RELEASE

MALAYSIA WINS MILLION DOLLAR ROUND TABLE EXPERIENCE 2014

- ***MyCEB announces that the world renowned Million Dollar Round Table has selected Malaysia to hold its Million Dollar Round Table (MDRT) Experience in 2014.***

Kuala Lumpur, 4 March 2013 – The Malaysia Convention & Exhibition Bureau (MyCEB) today announced that Malaysia will be the proud host of the Million Dollar Round Table (MDRT) Experience in 2014. It is scheduled to be held from 13 - 15 February at the prestigious Kuala Lumpur Convention Centre (the Centre) with the objective to bring MDRT's Annual Meeting experience to producers in other countries.

Modeled after MDRT's world renowned Annual Meeting, the MDRT Experience delivers cutting-edge sales technique and ideas, technical information and motivational concepts for those in the life insurance and financial services business. Open to both MDRT members and non-members, it has been described as a one-of-a-kind event, unrivaled in the world of business.

Founded in 1927 and is also known as The Premiere Association of Financial Professionals, MDRT consists of nearly 36,000 of the world's leading life insurance and financial services professionals. As 64 percent of its members are based in the Asia Pacific, the MDRT Experience have been held in several Asian cities including Bangkok (2006), Chiba (2008), Seoul (2010) and Singapore (2011) as an

effort to increase its membership and brand awareness in the world's largest and fastest growing economic region. Upcoming host cities, other than Kuala Lumpur, will be India in 2013.

"This is the first time that the meeting is being hosted in Malaysia," said Mr. Zulkefli Hj. Sharif, Chief Executive Officer, MyCEB. "We are expecting to welcome approximately 5,000 attendees from 20 countries worldwide to Malaysia in 2014 . This event is estimated to generate close to RM50 million in economic impact to the country and RM 30million on visitors expenditure which will highly benefit Malaysia's economy," he continued.

Kuala Lumpur Convention Centre's General Manager, Datuk Peter Brokenshire expresses, "It is indeed an honour to have the Million Dollar Round Table (MDRT) association finally gather in Malaysia. We look forward to welcoming the world's leading life insurance and financial services professionals to the Kuala Lumpur Convention Centre come 2014."

Attendees to the MDRT Experience will be exposed to some of the finest and most innovative sales ideas in the industry. From past events, the MDRT Experience offers approximately 100 speakers during its motivational Main Platform presentations, education Focus Sessions and insightful breakfast and evening sessions. Most importantly, participants are presented with an opportunity to network with other top financial services professionals from around the world.

According to Raymond Kopcinski, Meeting Services Director at MDRT, "The MDRT Experience meeting will provide attendees with three days of motivational and inspirational presentations, whereby industry speakers that will encourage them to increase their production and achieve higher success. Most importantly, participants are presented with an opportunity to network with other top financial services professionals from around the world."

For more information on MDRT and the MDRT Experience, please visit <http://www.mdrt.org/>

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NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

Apart from business events, an important component of MyCEB is the International Events Unit (IEU) which focuses on identifying and supporting international event bids in the areas of sports, art and culture and lifestyle.

In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit www.myceb.com.my

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