

PRESS RELEASE

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MORE SHOPPING EXCITEMENT WITH THE BBKLCC TOURIST PRIVILEGE CARD

Tourists visiting Malaysia can now enjoy further discounts and specials when shopping at participating malls within the Bukit Bintang KLCC (BBKLCC) shopping district. The Tourist Privilege Card which is available to all tourists visiting Malaysia is procured through a simple and quick application process at participating malls.

The BBKLCC Tourist Privilege Card was launched today at the 1Malaysia Mega Sale Carnival launch by the Minister of Tourism Malaysia. The Tourist Privilege Card will give tourists additional discounts and other exclusive specials whole year round. The card will definitely add more value with every visit.

Joyce Yap, Chairman of the Bukit Bintang KLCC Tourism Association commented “We see this as a positive move with 500 stores participating to make shopping more exciting and rewarding. This will encourage more shopping dollars to be spent while they are here. More malls and stores will be joining soon to offer more privileges”

Already a duty free shopping haven, this additional privilege is sure to be a welcomed initiative. Tourists can also enjoy great sale discounts and rewards from BBKLCC malls during the 1Malaysia Mega Sale Carnival from 15 June to 2 September 2012 and the 1Malaysia Year End Sale from 15 November 2012 to 2 January 2013.

Currently BBKLC Tourist Privileges are awarded by the premier shopping centre Pavilion Kuala Lumpur, fahrenheit88 and the iconic Suria KLCC, all located within the BBKLCC hub.

With a host of nine shopping centres within walking distance of one to another, BBKLCC offers 3000 stores, offering a variety of shopping, dining and urban leisure experiences. It is poised to be an international shopping destination on a par with others in the world.

The BBKLCC Tourism Association comprises of malls such as Berjaya Times Square, Fahrenheit 88, Lot 10, Pavilion KL, Plaza Low Yat, Starhill Gallery, Sungei Wang Plaza, Suria KLCC and BB Plaza — and also 26 hotels, offices and retailers as members.

A key objective of the association is to establish Malaysia as a world shopping paradise, particularly the BBKLCC area, through concerted efforts of participating malls, hotels, retailers and F&B operators. Its strategy to achieve this is by organising top quality events and attractions as well as by addressing the infrastructure and facility enhancements in the area with authorities.

For further information, tourists are requested to make their way to information counters or the concierge desks of participating malls. Applicants will be given the card on the spot and is immediately activated, and is valid for one week. Tourists are asked to present their passports as verification of identity.

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