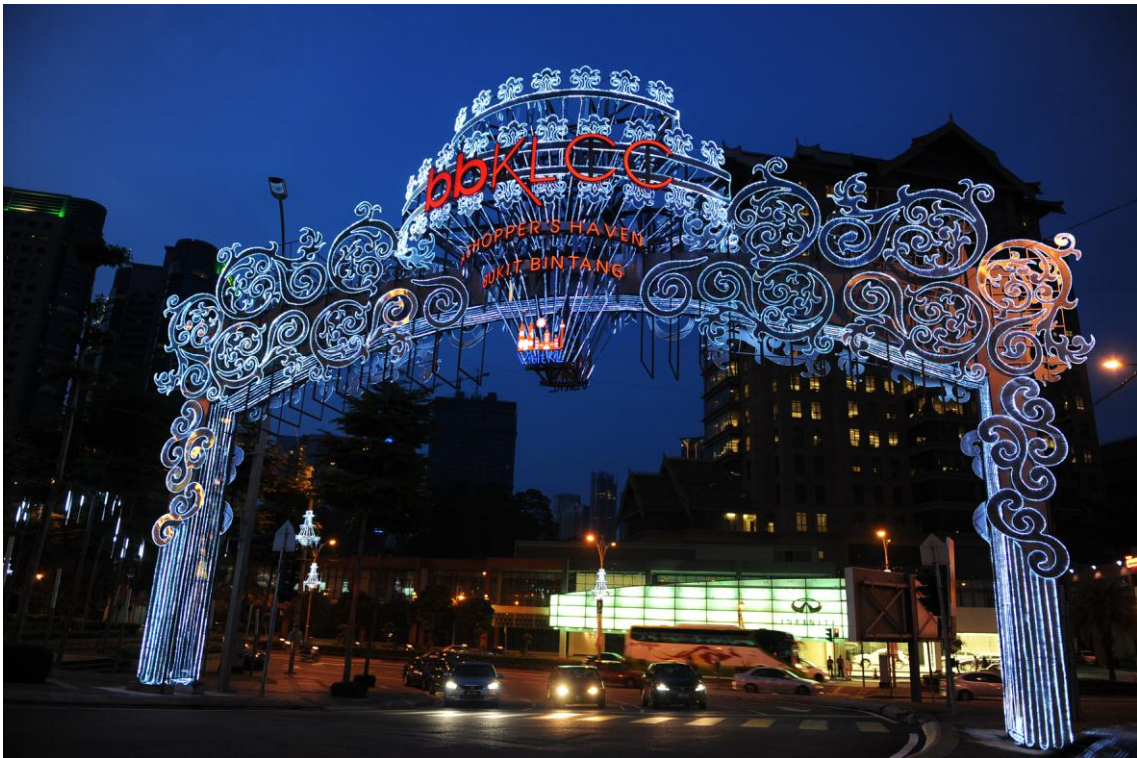


MEDIA RELEASE

PRIME MINISTER LAUNCHES NEW DECORATIVE STREET LIGHTING FOR BBKLCC SHOPPING DISTRICT



KUALA LUMPUR, 29 August - Prime Minister, YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak, officially launched the new gantry and street lighting in the Bukit Bintang - KLCC area today, which was followed by a festive launch party along Jalan Bukit Bintang in front of Pavilion Kuala Lumpur.

The event was also graced by the Tourism Minister, YB Dato' Sri Dr. Ng Yen Yen, and Joyce Yap, Chairman of the BBKLCC Tourism Association, which acted as the organiser of the event. They were joined by a number of senior officials from various government departments and representatives from shopping malls, retailers, and hoteliers in the area.

The launch event marks the start of the first phase of the Bukit Bintang - KLCC street lighting project, with an official lighting up ceremony of the new gantry and street lights which decorate the streets of Malaysia's premier shopping district, from Suria KLCC to Pavilion Kuala Lumpur, Sungei Wang Plaza and all the way to Berjaya Times Square.

The festive launch event saw hundreds of dance troupes from the various malls together with dancers dressed in traditional and fancy costumes lining-up the streets and

performing a variety of Malaysia's cultural dances for the enjoyment of invited guests, tourists, and shoppers.

The RM2 million project was a key initiative by the BBKLCC Tourism Association, supported by Tourism Malaysia and PEMANDU (Performance Management and Delivery Unit) to elevate the status of Kuala Lumpur, in particular the Bukit Bintang-KLCC shopping district as a world class shopping destination.

The new decorative street lights, coupled with the fully air-conditioned pedestrian bridge linking the Bukit Bintang area to KLCC will further demarcate the whole BBKLCC shopping district as a world class shopping haven, rivaling other renowned shopping districts in the region, such as Orchard Road in Singapore. In addition, the lights will give an added feeling of warmth and security to visitors, as well as being a tourist attraction in itself.

The BBKLCC Tourism Association was formed in September 2011 to coordinate the marketing and promotional activities, as well as the development of the shopping precinct into a major tourist shopping destination. The Tourism Ministry and PEMANDU served as the advisors to the association. Some of its members include Bukit Bintang Plaza, Berjaya Times Square, Fahrenheit88, Federal Hotel KL, Lot 10, Piccolo Mondo, Plaza Low Yat, Pavilion Kuala Lumpur, Sungei Wang Plaza, Suria KLCC and Starhill Gallery.

This year, the Tourism Ministry aims to reach 25 million tourist arrivals, with tourist receipts totaling RM60 billion. For the first five months of this year, Malaysia has already attracted 9.4 million tourists, signifying a 1.2% increase compared to the same period in 2011. This is in line with the Ministry of Tourism's aim of achieving 36 million tourist arrivals with RM168 billion in tourist receipts by the year 2020.

For further information, kindly contact:

Ms. Shanta Dass

Shopping Secretariat Malaysia

Tel no: 03 - 88918536

Email: shantasdass@tourism.gov.my

Issued by: Communications & Publicity Division, Tourism Malaysia
Tel: 03-8891 8000; Fax: +603 8891 8788
E-mail: 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>
