

Berjaya Wins International Property Award

On 27 April 2012, Berjaya Corporation Bhd (BCorp) and Berjaya Jeju Resort Ltd (BJR) were awarded with the Highly Commended Award for Commercial High-rise Development in Malaysia for BCorp's Menara Bangkok Bank @ Berjaya Central Park and the Five-star Award for Best Mixed-use Development in South Korea for BJR's Berjaya Jeju Airst City respectively. The awards were given during the Asia Pacific Property Awards 2012. (continued on page 2)



Berjaya Land Berhad CEO, Dato Francis Ng (second from right) receiving the Highly Commended Award for high rise development in Malaysia for Menara Bangkok Bank@ Berjaya Central Park



Berjaya Toto Bags Most Profitable Company Award

Berjaya Sports Toto Berhad (BToto) emerged once again as the winner for the Most Profitable Company reflecting Highest Return on Equity (ROE) over three years (2009-2011) under the trading and services sector at The Edge Billion Ringgit Club Awards 2012 ceremony on 16 July 2012. This is the third consecutive year that BToto has won this award. (continued on page 3)

Executive Director, Vincent Seow receiving the award from Datuk Seri Idris Jala.

Starbucks and Kenny Rogers ROASTERS (KRR) win The BrandLaureate Awards

Starbucks and KRR were awarded TheBrandLaureate Awards for Best Brand in Food and Beverage, in the categories of Premium Coffee and Rotisserie-roasted Chicken respectively. The award ceremony was held at Sunway Resort Hotel & Spa on 8 May 2012. (continued on page 3)

Berjaya Starbucks Coffee Company's CEO, Sydney Quays (2nd from right) receiving The BrandLaureate Award.



Chairman's Statement

This second quarter has seen Berjaya Corporation win a few awards. This is testament to the Berjaya brands' success moving forward. My heartiest congratulations to Berjaya Land for winning the Highly Commended Award for Commercial High-rise Development in Malaysia for Menara Bangkok Bank at Berjaya Central Park and the Five-star Award for Best Mixed-use Development for Berjaya Jeju Airst City in South Korea. Kenny Rogers ROASTERS and Starbucks have won The BrandLaurete Awards for Best Brand in Food and Beverage, in the categories of Premium Coffee and Rotisserie-roasted Chicken respectively. They have made us all proud!!

Berjaya has for the 2nd consecutive year organised the Berjaya Youth Short Film Competition (BYSFC) for 2012. This is a platform created by Berjaya specifically for the youth community of Malaysia, with the objective of promoting positive youth development, learning and networking through various projects and activities. This in turn will reflect positively on the Berjaya values as a good and caring corporate citizen.

In the area of CSR, Project ROAR was launched. Working in collaboration with Malaysian Nature Society, Berjaya Cares Foundation is extending its "Loving Earth" commitment by

embarking on a 15-month coral reefs rehabilitation programme in an effort to preserve, restore and rehabilitate the degraded coral reef area in Tioman Island.

The other CSR projects for this quarter include home visits by subsidiaries, a collaboration with Live and Inspire, a web series focused on youth for youths in celebration and inspiration of life and many more activities.

In conjunction with the Starbucks Global Month of Service (GMoS) in April, a total of 14 different community service projects were hosted in Malaysia. For this 2nd annual GMoS, a celebration of commitment was held in helping local communities to encourage mass numbers of participation in 27 CSR projects nationwide. Another Food and Beverage operator that had CSR activities as well was KRR - a basketball clinic and a treat for children of homes to watch The Wizard of Oz musical.



As we now enter into the second half of 2012, I would like to urge you to continue to work hard to achieve your company's targets and goals for the year. Whilst there may be many challenges in the global front, it is my hope that we will continue to persevere well and stay ahead of competition.

Dato' Robin Tan

Performance of Companies for the 4th Financial Quarter Ended 30 April 2012 (unaudited)

Company	Revenue 3 Months Ended 30 April 2012 (RM'000)	Profit Before Tax 3 Months Ended 30 April 2012 (RM'000)	Revenue 12 Months Ended 30 April 2012 (RM'000)	Profit Before Tax 12 Months Ended 30 April 2012 (RM'000)
Berjaya Corporation Berhad	1,809,936	161,796	7,102,869	855,026
Berjaya Land Berhad	1,088,572	177,915	4,199,597	489,801
Berjaya Sports Toto Berhad	916,126	132,794	3,607,766	576,625
Berjaya Media Berhad	11,244	(-35,979)	50,925	(-34,079)
Berjaya Food Berhad	24,140	3,488	88,598	14,639
Berjaya Assets Berhad	90,166	20,872	251,180**	79,628**

** 9 Months Ended 31 March 2012

Directors of Berjaya Jeju Resort Ltd, Ms Mah Siew Wan (centre) and Mr Tan U-Jiun (second from right) receiving the award for Best Mixed-use Development in South Korea.



Berjaya wins international property awards *(continued from page 1)*

Located in Kuala Lumpur's Golden Triangle, the entire Berjaya Central Park project is a RM2.2 billion mixed development comprising two 48-storey towers that incorporates eco-friendly features which has recently received the BCA Green Mark GOLD certification (Provisional) by the Building and Construction Authority of Singapore.

This stunning 48-storey high-rise landmark offers 207 office suites right in the heart of Kuala Lumpur with three levels of underground parking. The development features

everything from rainwater harvesting and motion sensor lighting to climate control features, and will also provide a connecting pedestrian bridge to the monorail station. As well as being environmental friendly, this building will have the most technologically advanced security features to ensure that its safety standards will be second to none.

Meanwhile, the five-star award winning Berjaya Jeju Airst City, is a 183.8-acre self-sustaining integrated resort development with a gross development value of US\$3 billion (RM9.13 billion). Located on the UNESCO Heritage Jeju Island, it is a project by Berjaya Jeju Resort Limited (BJR), a joint venture with the South Korean government agency, Jeju Free International City Development Centre (JDC).

The project was designed with a "creative business leisure city" concept, offering a total of 935 hotel rooms and 1,403 condominium units. Other components include a museum, medical centre, casino, shopping mall, entertainment outlets and villas. The unique architectural design was inspired from a variety of natural environment resources which emphasizes the World Natural Heritage of Jeju Island. Planned with ten different zonings, each building has its unique theme encompassing Jeju's identity and bears iconic names such as Oreum, Gotjawal and others which reflect their distinctive design and function.

It will be the biggest integrated resort development in the history of Jeju Island, which has been awarded the only Triple Crown by UNESCO and has recently been selected as one of the new Seven Wonders of Nature.

Berjaya Toto bags Most Profitable Company award *(continued from page 1)*



BToto Executive Directors, Chan Kien Sing (centre) and Vincent Seow (right) at the awards ceremony held on 16 July 2012. On the left is Berjaya Land Berhad Executive Director, Tan Thiam Chai.

The award was presented at a gala dinner graced by Minister in the Prime Minister's Department and Performance Management and Delivery Unit CEO, Datuk Seri Idris Jala.

Berjaya Youth Short Film 2012!

Following the success of its inaugural short film competition for Malaysian youths last year, Berjaya Corporation (BCorp) launched the second Berjaya Youth Short Film Competition at Berjaya Times Square Hotel on 19 June 2012.

The Berjaya Youth Short Film Competition provides a platform for Malaysian youth, 18 to 25 years of age, to showcase their talents and share inspiring stories through a 5-minute short film. The competition was launched by Ms. Nerine Tan, Executive Director of Berjaya Hotels and Resorts. BCorp senior management, local celebrities, students from local colleges and universities, and the judges of the competition also attended the event.



Nerine Tan, Executive Director of Berjaya Hotels and Resorts (3rd from left) at the launch.

Starbucks and Kenny Rogers ROASTERS (KRR) win TheBrandLaureate Awards *(continued from page 1)*

The awards were presented by BrandLaureate President, Dr K K Johan and witnessed by Prof Datuk Jimmy Choo, the internationally acclaimed Malaysian-born shoe designer.

This year marks the 6th and 2nd consecutive years that Starbucks and KRR were given this prestigious branding award.



Management and staff of Berjaya Starbucks Coffee Company with Prof Datuk Jimmy Choo.



Berjaya Roasters Senior General Manager, Lee Siew Weng (3rd from right) receiving The BrandLaureate Award for KRR.

This year, the themes for the competition are :

- 1) **Traditions Alive** - Share a story of how a certain tradition/cultural heritage is still being continued and preserved from one generation to the next.
- 2) **My Earth** - Tell a story about conserving Mother Earth and all her creatures.
- 3) **BFF!** (Best Friends Forever!) - Tell about how friendships can inspire and change lives.

The competition's illustrious panel of judges comprise film directors/producers Datin Paduka Shuhaimi Baba, Afdlin Shauki, Aniu, Gayatri Pillai and actresses Lee Sin Je, Ida Nerina and Nell Ng.

Prizes worth more than RM80,000 in total will be given away to the winners of the competition, with the Grand Prize being RM35,000 cash and a EOS 5D MIII Canon camera worth RM11,199.

Entries for the Berjaya Youth Short Film Competition 2012 can be submitted starting from 19 June 2012 until the closing date of 1 October 2012. For more information on the film submission and rules of the competition, please visit www.berjayayouth.com.

(from left to right) Gayatri Pillai, Aniu, Adflin Shauki and Datin Paduka Shuhaimi Baba, our celebrity judges for the Berjaya Youth Short Film Competition 2012.



New Products from



1. Bioglo Aqua Q Mask -70ml

Aqua Q Mask quenches your skin with a dramatic boost of moisture that refreshes, revitalises, and restores ideal moisture balance.

2. Caviar Supreme

a) Caviar Supreme Intensive Serum 30ml

This boosting serum helps reduce the signs of ageing and maintains your skin's ideal moisture balance. Each application will leave skin looking younger and more vibrant.

b) Caviar Supreme Cream 30g

This silky cream intensively moisturises your skin to deliver the ultimate protection and comfort for soft, luminous and glowing skin.

c) Caviar Supreme Eye Cream 15ml

This velvety smooth eye cream works to reduce the appearance of fine lines and wrinkles. Leaves the skin surrounding your eyes looking more vibrant, younger and superbly rested. Free of parabens, mineral oil, Propylene Glycol, PEGs, MEA, DEA, TEA.

3. LV Naturals Wax Strips

- Product of Spain. 100% Natural Wax Strips. Quick and Easy Hair Removal for Smooth Skin.
- Dermatologically Tested.
- Hypoallergenic.
- No Parabens.
- No Colourants, Fragrance or Preservatives.
- L'elan Vital Naturals Wax Strips is an easy, quick and convenient solution for removing hair from the roots to give silky smooth skin up to 4 weeks. With regular use, hair regrowth gradually becomes fewer, finer and softer.
- This natural formulation contains a moisturising blend of sweet almond, sunflower and coconut oil enriched with rosemary leaf extract to hydrate, soften and soothe skin.
- Suitable for hair removal on delicate areas such as bikini line, underarms, upper lip and eyebrows.

4. CFO Corn Flakes 150g CFO Cornflakes Jumbo 275g

Contains Vitamins and Minerals for a Nutritious Day.

CFO Fruity Muesli 375g

CFO Fruity Crunch 375g

Combination of Nuts, Seeds & Dried Fruits to Give You Energy.

CFO Honey Balls 150g

CFO Choco Crunchy Amaranth 375g

High Protein, Mineral-Rich Breakfast. Available in Chocolate and Honey Flavor.

5. CFO Black Soy Milk

Black Soy Milk with Higher Nutritional Value for Optimum Health. Low Fat. Cholesterol Free.

Black soybean:

- Has more potent antioxidants. The skin of black soybean has higher polyphenol contents

(isoflavones and anthocyanins) compared to yellow soybeans to fight free radicals better.

- Contains more isoflavones that helps to activate brain cells as well as improve memory and attention.
- Naturally packed with protein that help in the repair and regeneration of muscles.
- Best choice for the lactose-intolerant and vegans.

6. Nn Bio-AFA Extract

AFA - For Anti-Ageing Benefits & Overcoming Ill Health.

- Organic wild AFA from the only GMP-certified harvester! Uses advanced BioActive Dehydration® and proprietary Oxy-Guard® to protect heat-sensitive nutrients and prevent oxidation throughout its 100% chemical-free processing.
- Over 29 years of know-how and supported by 9 published studies.
- Contains perfectly-balanced vitamins, minerals, amino acids, EFAs, antioxidants, and carotenoids in its most natural and most absorbable state.

7. Nn Bio Lecithin 350g

Want a product that allows you to lose weight & trim away bulge while making you smarter and healthier at the same time? Take soy lecithin granules which contains over 97% phosphatides. Product of Solae LLC, USA. Tested negative for GMO.

Smart Slimming:

- Facilitates brain cells communication.
- Boosts brain power & information retrieval.
- Increases alertness.
- Improves fatty liver.
- Reduces LDL cholesterol & triglycerides.
- Gets rid of artery-clogging plaques. Prevents gallbladder stones. Reduces brownish-yellow spots on the skin. Removes milia seeds (fat deposits) around the eyes.
- Boosts vitality & diminishes chronic tiredness.
- 10x more effective, 10x less fattening than lecithin softgels! If you've been popping 2 lecithin soft gels daily and wondering why they don't really work for you, you may want to try high potency lecithin granules. A mere spoonful equals over 10 huge fattening lecithin soft gels!

8. NQ Natural 10 Multi-grains

The Perfect 10-Grain Combination Provides Multiple Benefits in a Bowl!

- Organic Brown Rice - helps aid in development of nervous system.
- Red Rice - helps maintain healthy urinary and lung system.
- Organic Millet - helps relieve insomnia.
- Organic Buckwheat - helps prevent high blood pressure.
- Organic Wheat - helps ease menopausal symptoms.
- Job's Tears - Essential for skin, kidney and natural

dark hair.

- Organic Wild Rice - Good for brain function.
- Organic Oat - helps control cholesterol level.
- Lotus Seed - helps delay ageing process.
- Gordon Euryale Seed - benefits the kidneys and regulates the urine.

9. Nn Super Berries Plus - 30ml

Concentrated Acai, Mangosteen & Maqui Drink

A potent blend of 13 of the finest, most beneficial fruits and berries from around the world including Acai, mangosteen, maqui berry, pomegranate, wild blueberry, dark cherry, etc. Super concentrated to deliver a potent dose of anti-inflammatory xanthenes, anthocyanins, polyphenols, phytonutrients, and health-revitalising antioxidants to overcome damaging free radicals, in every 30ml.

Great for the whole family, children and adults alike!

10. NQ Red Ginseng Honey

Optimise Your Vitality, Improve Your Energy with Red Ginseng Honey!

- Produced from Korean ginseng cultivated in Geumsan, Korea which has the ideal climate and environment for ginseng to flourish in.
- Carefully selected Korean ginseng are steamed with its skin intact to form red ginseng, thus preserving its vital nutrients and flavours.
- Added with 100% natural polyfloral honey for a more delicious beverage that's suitable for the whole family.
- Higher saponins and ginsenosides preserved in Korean Red Ginseng. Saponins and ginsenosides help:
 - improve energy levels and relieve fatigue.
 - increase vitality and endurance.
 - promote general well-being.

11. PowerMax Fabric Softener

Summer Soft – A soft powdery blend of rose & lavender

Spring Blossom – A delightful blend of cherry blossom & peony

- A new improved formulation with superior softening agents to give you exceptionally soft and fluffy laundry that's comfortable to the touch. Now available in 2 fresh and inviting fragrances!
- Ultra-Concentrated – Gives up to 200 washes!
- UV & Fabric Care – Protects fabrics from fading and fuzzing.
- Rewetting Agent – Improves fabric's absorbency.
- Antibacterial – Prevents stale smells and dark mould spots even with indoor drying.
- Anti-Static – Makes ironing easier.

12. Ecomax Naturals Insect Spray

Kills Insects & Bugs Naturally!

- Ecomax Naturals Insect Spray is a natural formula that uses Eucalyptus essential oil to effectively kill and repel the common insects and bugs found in your home. It's safe, toxic-free and eco-friendly!

SINGER

Singer Makes Sewing and Embroidery Easy for Everyone

Singer has introduced its latest Singer Futura XL-400 sewing and embroidery machine, that can do everything from sewing to embroidery, all in one machine.

The sewing machine has 125 built-in embroidery designs, and 2 snap-on hoops - a small hoop 100mm x 100mm and an Extra Large Hoop 260mm x 160mm with multi-hooping capability to create larger designs up to 480mm x 280mm (18 1/2" x 11").

The sewing space on the machine is spacious enough with 210 mm (8 1/2") arm's length to the right of the needle. Thus, one need not worry anymore when it comes to sewing a bigger embroidery piece. The bigger sewing surface is also equipped with 6 StayBright™ LED Lights, creating a brighter workspace that is easy for the eyes.

Besides embroidery, there are 30 stitch patterns available. These include 6 basic, 5 stretch, 17 decorative and 2 buttonhole stitches. On top of this, decorative stitches are wide, bold and beautiful with the improvised 7mm stitch width.

The advent of technology has brought about more automatic features in this sewing machine. There are 2 fully automatic, 1-step buttonhole sewing functions that make buttonhole sewing an easy task. Both columns are sewn in the same direction to ensure smooth buttonhole sewing, choosing from two different styles available.

This new sewing machine also comes with the SwiftSmart™ Threading System with Automatic Needle Threader.

To fully utilise the embroidery function, additional software is available:

- Autopunch™ - Use your own images or clip art to automatically create custom embroideries.
- Hyperfont™ - Convert your own computer's Windows® true type fonts into custom monograms and lettering.
- Editing™ - Customize any section of a design or its stitches.

Optional software is also available for purchase:

- Auto Crossstitch™ - Easily converts images to cross-stitch designs.
- Photostitch™ - Convert your favourite photos to embroidery designs.

Amateur sewers can start sewing with this machine right away, as easy "How To" instructions are built right in.

Blend Your Way to Perfection

Singer recently launched its new blender, Singer Professional Blender (Model BL3000), equipped with 3.0HP Motor (950 watt) spinning at 38,000RPM. It is suitable for both home use and commercial use, especially for health conscious consumers who enjoy healthy lifestyles.

This top-of-the-line Singer Professional Blender is made of a strong external body accommodating a 2.0L tough Polycarbonate Blender Jar with FDA approval. It comes with One-Touch Pre-Programmed Electronic Variable Speed Control function, easy and convenient for consumers to use.

What makes this Professional Blender top-of-the-line is the high-grade Japan-made Stainless Steel Blades for Wet & Dry Application, which comes well-equipped with a safety auto cut-off fuse. With its 3.0HP powerful motor and blade design, this multi-functional blender is able to blend food ingredients to such fineness for easy absorption of essential phytonutrients from the food into our bodies.

With this Professional Blender, consumers can make drinks such as milkshakes, smoothies, ice-blended coffee, or even blend their own desserts such as ice-cream or frozen yogurt. This machine works great as a food processor too. Grinding seeds and beans, mincing vegetables and meats, chopping garlic and onions are made easy with this blender.

For consumers who are keen on making pastries, kneading dough and making pizza sauces can be done with this blender too.

All in all, the Singer Professional Blender is a great kitchen companion for every home and also a great kitchen helper for commercial usage. In conjunction with the launch promotion, Singer is giving TWO (2) years warranty for the blender. Also, with every purchase of the Singer Professional Blender, consumers can opt to buy another 1.5L Blender Jar Assembly (with blade), Model J15A at only RM88 (worth RM250). While stocks last.



For more information on Singer Futura XL-400, kindly call Hello SINGER at 1 300 888 288 or logon to our website www.singer.com.my.

"High Performance Work Team" for SecureXpress

On 14 April 2012, SecureXpress Services organized its "High Performance Work Team" at Berjaya Hills, Bukit Tinggi, Pahang. A total of 18 participants comprising management and staff attended the two-day team-building weekend getaway. It was aimed at developing teamwork and synergy amongst the management and staff.



Teamwork matters to all! The management and staff of Secure Express get together for the two-day team-building weekend getaway.



"Focus!" is the key to create this Flying Carpet.



Every effort of the team members counts to build this Water Web.

SINGER



The opening ceremony of the new branch in Ranau, Sabah.



Arrival of the Minister of Tourism, Culture and Environment Sabah, YB Datuk Masidi Manjun, accompanied by Mr Yeap Dein Wah, Managing Director of Singer (M) Sdn Bhd.

New Singer Branch at Ranau, Sabah

On 18 May 2012, Singer unveiled its latest branch in Sabah located at the hillside town of Ranau. Singer's presence in this town is aimed at reaching out to the local community.

There were many special promotions in conjunction with the store opening. There was also a sewing roadshow, air coolers roadshow and free health screening.

Among the VIPs invited for the event were Minister of Tourism, Culture and Environment Sabah, YB Datuk Masidi Manjun, Ranau, District Officer, Tuan Haji Faimin Kamin, Ranau OCPD-DSP Tuan Abdul Rahman Kassim, Ranau Hakka Association-Datuk Jimmy Tham Yuk Leong, Ranau Sino-Native Association-Mr Alldem Chia, Ranau Kapitan-En Abdul Malik Chong, and Kudasang Kapitan-Mr Koh Voo Eng. Also present from Singer (M) Sdn Bhd on that day were Mr Yeap Dein Wah, Managing Director, Mr Allan Lee, General Manager of Field Operations, Mr Ng John Kit, General Manager of Marketing Services, Mr Yap Sin Teck, Regional Manager of Sabah and Ms Irene Ooi, Asst. Manager of Marketing Communications.

Student Wins Holiday Package to London and £1,000 Cash in BCard's "Swipe & Win" Contest

1,000,000 BPoints, holiday packages to Langkawi and Tioman plus an iPhone 4S and an iPad2 were also up for grabs!

College student, Mr. Ang Wei Jiet from Kuala Lumpur had every reason to smile as he was awarded with a bundle of joy by BCARD! The tuition fee that he paid in February and the transactions he made at several BCARD participating outlets had paid off as the 19-year old emerged as the Grand Prize winner in BCARD's SWIPE & WIN CONTEST, which won him a holiday package for two to London plus £1,000 cash.

The 2nd Prize winner, a travel agent, Puan Zuriyani Binti Shahrudin from Puchong was a happy winner too. Puan Zuriyani, who is expecting her 2nd baby also did not expect to be a winner for a holiday package for two to Langkawi Island plus an iPhone 4.

Meanwhile, the 3rd prize winner, En. Amat Shafie Bin Zainal, an Assistant Operations Manager with an aviation company in Subang, also shared the same feelings. En. Amat Shafie commended the efforts made by BCARD in organising the contest and hoped that more of such contests will be organised in the near future. En. Amat Shafie who entertains his business friends at BCARD outlets said that he never fails to swipe his BCARD when patronising the outlets. He won himself a holiday package for two to Tioman Island plus an iPad 2.

All the 3 top prize winners of the SWIPE & WIN CONTEST received their prizes on 25 April 2012 from Mr. Gary Yeoh, Director of BLOYalty Sdn Bhd. at a prize presentation ceremony in Berjaya Times Square, Kuala Lumpur. The SWIPE & WIN CONTEST saw prizes worth over RM25,000 including a total of 1,000,000 BPoints given to 83 lucky BCARD members throughout the contest period from 2 January to 29 February 2012.

Organised by BLOYalty Sdn Bhd, the SWIPE & WIN CONTEST was aimed at rewarding BCARD members who patronised BCARD outlets and swiped their BCARD at least twice during the promotion period.

Sign up for BCARD at any of our merchant partners' outlets today. You can swipe, collect and redeem at over 350 outlets. BCARD will surprise you with more rewards to come!



Mr. Gary Yeoh, Director of BLOYalty Sdn Bhd with the winners of the SWIPE & WIN CONTEST.



College student, Mr. Ang Wei Jiet won the grand prize.



1 2



1. Random House Tote Bag Promotion
Get an exclusive tote bag with purchase of RM30 & above on any Magic Tree House, Step into Reading & Little Golden Books titles. While stocks last.

2. Lonely Planet Travel Guide Promotion
Get 20% off on all Lonely Planet Travel Guide books and receive a FREE Catherine Manuell gift. While stocks last.

3. Borders Book of the Month: Baby by Desmond Morris
25% for all customers and an additional 5% for Borders Rewards Card members. While stocks last.

4. Geronimo Stilton Promotion
Buy 2nd at 50% off for all Geronimo Stilton books and enjoy 20% off Geronimo DVD series, with any other purchase. While stocks last.

5. Sillybandz Promotion
Buy 2nd at 50% off for all Sillybandz items including Slapwatch, Radbandz and Hanger Buddiez. While stocks last.

Author Appearances and Book Signing at Borders



Karangkraf's team

Borders hosted two author appearance and book signing sessions by local publisher, Karangkraf. The first session was held at Borders the Curve on 7 April 2012 featuring Aleya Aneesa and Damya Hanna, and the second session was 14 April 2012 at Borders Berjaya Times Square featuring Ramlee Awang Murshid and Zaer Rihaz.

Dina Zaman

On 15 April 2012, acclaimed writer of I Am Muslim, Dina Zaman attended a meet and greet session for her new book, King of the Sea, at Borders the Curve. It took her 13 years to complete. She explores themes of love, grief, loss and longing, and the magic in our lives were featured in her new book.

FIXI Authors

On 22 April 2012, Borders the Curve hosted an author appearance and book signing session by local publisher, FIXI Publications. The event highlighted the publications' two latest books, Invasi by Raja Faisal and Bisik by Syafiq Syaihan. Both authors shared their thoughts and insights on writing. At the end of the session, they gave autographs on their respective books for customers.



Children enjoyed the storytelling session.

Peter Rabbit's 110th Birthday at Borders Gardens

In celebration of the 110th birthday of Peter Rabbit, Borders hosted a mascot appearance of Peter Rabbit on 29 April 2012 at Borders the Gardens Mall. Young children as well as their parents joined in the excitement of meeting the most cuddle-able visitor at Borders. Julia Gabriel Center also conducted a storytelling session on this special occasion.



Children get excited of mascot appearance by Geronimo.

Geronimo Stilton Fiesta at Borders

Geronimo Stilton dropped by for some fun and games recently at the Borders stores in The Curve and The Gardens Mall on 26 May 2012 and 9 June 2012 respectively. There were goodies, balloons and puzzles to solve with a mascot appearance by Geronimo himself. Julia Gabriel Center hosted a session of music and fun for children at The Curve's session. At The Gardens, Craft Haven conducted a session of craft-making where participating children were taught to decorate a wooden door hanger.

Borders at Malaysian Games & Comics Convention

In support of the annual Malaysian Games & Comics Convention, Borders was assigned as the official bookstore for the 2-day event. This year the event was held at KDU Damansara Jaya Campus from 19-20 May 2012. During the 2-day event, Borders introduced graphic novels and manga books at its sales booth. Customers who made purchases received a limited edition print by the artist Mashi.

What's The BIG Deal

7-Eleven Malaysia has launched its second online game on Facebook called 'What's The BIG Deal?'. The contest, in partnership with U-Mobile, Permais, F&N Dairies, Kraft Foods and Wall's Ice Cream, offers 280 units of exclusive prizes which include a PSP, iPod touch, Canon G12 camera, BlackBerry phones and iPad 2. The contest has attracted over 4,000 participants nationwide during its 5-week campaign from 9 March to 13 April 2012.



Some of the winners from 7-Eleven's online game called 'What's The BIG Deal?'

theSun's Editorial Excellence Awards (First Quarter 2012)

Congratulations to the following journalists/photographer who were awarded theSun's Editorial Excellence Awards for the First Quarter 2012 on 3 May 2012 for producing better scoops, reports, commentaries and analyses as well as photographs, captions and headlines.

1st prize (RM300 Book Voucher)

Karen Arukesamy for the article "Hand it to the docs".

2nd prize (RM200 Book Voucher)

Pauline Wong for the article "NS death due to leptospirosis".

3rd prize (RM100 Book Voucher)

S. Indra Sathiabalan for the entertainment feature "Found Not Guilty".

Bob Holmes for his column INSIDE WRITE - "Malaysia the ultimate winner".

Sharil Amin Abd Rahim for the photo "Girls carrying milk pots for Thaiopusam".



From left: S. Indra Sathiabalan, Bob Holmes, Karen Arukesamy, Pauline Wong and Sharil Amin Abd Rahim.



Less fat ... Less salt ... Less calories ...



Kenny Rogers ROASTERS launches Kenny's Oriental Chicken

In June, Kenny Rogers ROASTERS (KRR) introduced the Kenny's Oriental Chicken and diners can now relish in this old time favourite with less fat, less salt and less calories. Kenny's Oriental Chicken makes the ultimate comfort food with the simple flavour of a rich vegetable gravy. This new offering can really give your guests the satisfaction of eating something delicious and healthy.

The Kenny's Oriental Chicken features KRR's famous Rotisserie-roasted quarter chicken, delectably topped with a hearty vegetable gravy featuring a medley of flavours from green peas, potatoes, onions, corn and carrots. The Kenny's Oriental Chicken comes complete with three (3) side dishes of your choice and a Kenny's Home-made Muffin. Available for a limited time only, Kenny's Oriental Chicken is priced at RM18.50*. *Price varies at Genting Highlands.

Let healthy meals come to your doorstep with ROASTERS Delivery service. Call them at 1300-888-878 today. Delivery hours are from 11:30am - 10:00pm daily. Kenny Rogers ROASTERS delivery service is currently available within a 5km radius from selected restaurants in Klang Valley, Northern Region, Southern Region, East Coast, Sabah and Sarawak.

Bigger parties call for bigger orders. Kenny Rogers ROASTERS catering service is available in the Klang Valley, Penang, Perak and Johor for a minimum order of RM1000.00. Please contact us at 1-300-888-878 to enquire about ROASTERS Catering.

For more information on Kenny Rogers ROASTERS, contact 03 - 2119 9888 or visit www.krr.com.my. Connect with us on Facebook at www.facebook.com/KRR.my to find out more about our latest promotions and offers.

ROASTERS Health Watch 2012

Announced on 27 April 2012, the 8-week health challenge, ROASTERS Health Watch 2012 (RHW 2012) saw twelve participants which included celebrities Abbas Saad (ESPN and Astro Supersports) and Nadia Nazir (8TV) in the health management challenge of a lifetime at the Sports Toto Fitness Centre, Berjaya Times Square.

RHW 2012 provides participants with a chance to go through a health and fitness transformation through proper diet and exercise. This year, RHW 2012 sported a brand new theme of "Rents VS Runts" where parents went head to head with children in a showdown of their commitment to health.

To spice things up at RHW 2012, a member of the media was embedded into each team to fully experience the journey of better health and fitness. The media participants will undergo every aspect of the health challenge, from the diet, to the fitness guidance.

Kenny Rogers ROASTERS (KRR) provided participants with meals at least 3 times a week. A consultant dietician designed a diet programme which consisted of a set of practical food intake recommendations for an average Malaysian while incorporating KRR meals in the plan. Participants had to attend a customized personal training programme tailored by and at Sports Toto Fitness Centre once a week. They also had to attend a minimum of 2 group exercise classes a week.

The progress of participants was monitored very closely over the span of the challenge. Their success has judged according to their discipline in following the programme, Body Mass Index (BMI), Body Fat Percentage and waist-to-hip ratio, in comparison to their numbers at the start of the programme.

Any contestant caught cheating in their diet or training programme would "Head for the Roast", which was a penalty of additional exercises added on to an individual's exercise programme. RHW 2012 ended with a finale event on 29 June 2012 where their progress was assessed and participants were put through a final mini-fitness challenge.

This year, participants stood a chance to win great prizes from KRR, Sports Toto Fitness Centre, Brooks, Cosway and Berjaya Hotels & Resorts worth a total of RM45,000.



1 & 2. Some of the challenges of the Rents & Runts.
3. Group photo of the Rents & Runts participants.





New KRR Restaurants Near You!

Several Kenny Rogers ROASTERS (KRR) restaurants have finally opened their doors to you! Check them out now!

1. AEON Ipoh Station, Ipoh (March 2012)
2. Pearl Point, KL (April 2012)
3. Mentakab Star Mall, Pahang (April 2012)
4. Paradigm Mall, KL (May 2012)
5. Setia City Mall, Shah Alam (May 2012)
6. Shaftsbury Square, Cyberjaya (May 2012)



ROCK AND ROLL AT KRR

Kenny Rogers ROASTERS introduces new menu items with delightful offerings for the little ones

On 7 May 2012, Kenny Rogers ROASTERS (KRR) proudly introduced 'Rock N Roll' which will be added to KRR's All Time Favourites menu featuring the choice of special baked chicken meatballs or scrumptious chicken cocktail sausages, topped with Kenny's Signature BBQ Sauce. Accompanied by the wide variety of hot and cold side dishes and complemented with a variety of specialty teas, mealtimes at KRR is set to be a delight for all ages.

Little ones are set for their very own Rock N Roll mealtime at KRR with the **Rockie's Bowl** (chicken meatballs) or **Rollie's Bowl** (chicken cocktail sausages). Perfectly sized for little eaters, the Rockie's and Rollie's bowl each comes with a serving of Aromatic Rice or Macaroni & Cheese. Originally priced at RM8.90, the accompanying child gets to dine for free when two main meals are purchased.

Make sure the little ones are also getting their daily serving of dairy products with the delicious, **Chocolicious Milk** (RM6.50) or **Iced Chocolicious Milk** (RM6.90). When they have finished their meals, allow them a sweet delight with an Ice-Cream Delight or Fruit Delight, priced at RM2.50 each.

For a fully balanced meal, the **Rock N Roll Meal** features special baked chicken meatballs or chicken cocktail sausages topped with Kenny's Special BBQ Sauce, accompanied with three side dishes of your choice and one Kenny's Home-made Muffin. Priced at RM17.50, the Rock N Roll Meal is a wholesome meal, set to satisfy any appetite.

Get a quick re-fuel with the **Special Rock N Roll Meal**, best suited for light eaters, priced at RM14.50. It features the special baked chicken meatballs or chicken cocktail sausages topped with Kenny's Special BBQ Sauce, accompanied by a side dish and one Kenny's Home-made Muffin of your choice.

Good food is best had with great company. The **Family Plus Meal** priced at RM104.00 is served with one and a half Rotisserie-roasted Chicken, six side dishes of your choice and 6 Kenny's Home-made Muffins. Time to gather your loved ones around the dining table as the **Family Plus Meal** is recommended to serve 5-6 persons.

The Rock N Roll Meal is also available ala carte at RM9.90 each.

Soothe yourself with some new **Specialty Teas** from KRR's Classic Selections at RM5.90. Whether you are looking for an antioxidant rich **Green Tea**, a mid-afternoon 'pick-me-up' with the robust **Earl Grey Tea**, calming **Chamomile Tea** to wind down or the zesty and fragrant **Orange Rose Tea**, there is a beverage for every occasion or mood at KRR.



The 'Rock N Roll' meal

KRR Leadership Convention

More than 150 KRR employees participated in the exciting and challenging team-building KRR Leadership Convention from 15 to 17 May 2012 with the annual theme "I Love i.care!" at Eagle Ranch Resort, Port Dickson.

In line with its mission statement, guiding principles and values, the management have always focus on staff development programmes to ensure that staff stay in line with the company's direction and also to boost team spirit.



The participants of the KRR Leadership Convention.



Sea rafting – One of the outdoor team building activities at the convention.



The champion team.

Visitors from Kerala, India

As part of KRR International's plans to develop into new countries, they invited a potential franchisee from Kerala, India to Kuala Lumpur in May 2012 to get exposure to KRR's unique philosophy, culture and system.

The potential franchisee from Kerala, India with the management of KRR International at KRR Paradigm Mall outlet.



KRR International Franchise Owners Meeting

In May 2012, KRR International organized an inaugural KRR Franchise Owners Meeting at their office in a quest to institute a continuous improvement process and culture, achieve sustainable sales growth and create positive KRR guest experiences.

The meeting gathered all franchise owners to earnestly deliberate, establish and collectively commit to specific targets or Key Performance Indicators for the financial year May 2012 to April 2013.



KRR Franchise Owners with the management of KRR International.

Franchise UAE 2012 3rd National Franchise and Trade Show

KRR International participated in the Franchise UAE 2012 Exhibitions from 9 -10 May 2012 at Crowne Plaza Hotel Dubai, Dubai.

KRR International participates in various timely and significant international exhibitions to boost and elevate KRR's brand awareness and presence and also to create potential networking opportunities.

The exhibition brought together over 100 franchise brands, 30 restaurant expert speakers, 200 delegates and over 7000 investors/business buyers from across the Middle East.



The KRR Team at the exhibition.

Fly FM Pagi Rock Crew At Starbucks Malaysia

It was an exciting Tuesday morning on 13 March 2012 as Starbucks Malaysia collaborated with Fly FM by hosting the Fly FM Pagi Rock Crew at Starbucks Malaysia's latest new store at Taman Tun Dr Ismail (TTDI) which is also the 146th outlet.

Fly FM is a private radio station in Malaysia owned by Media Prima Berhad, Malaysia's leading integrated media investment group. **FLY FM Pagi Rock Crew** is a morning programme lined up on weekdays from 6am until 10am.

Between 6am until 10am, the DJ announcers; Prem, Jules & Nadia asked questions on air and featured the new Starbucks TTDI. They also had On-Ground activities by challenging customers and the public to participate in the challenge with a chance to win themselves cash worth RM500!

The lucky winner with a big heart chose to donate RM100 from her winnings to SPCA!!



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1. Prem and Hafiz asking customers on air questions related to Starbucks.

2. Lucky customer won himself Starbucks Blonde Roast Veranda Blend.

3. The prize of RM500 to be won by embracing the challenge of eating all the food provided.

4. Group photo of the Fly FM Crew with Emmelyn Chan, Marketing Manager, Sharon, Marketing Executive, Heidi, Store Manager and his team.



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Starbucks Malaysia welcomes Summer with Frappuccino Happy Hour

Starbucks Malaysia's Frappuccino Happy Hour promotion from 25 April to 8 June 2012 offered a 50% discount on all Frappuccinos between 5pm - 7pm for Starbucks' cardholders on Wednesdays and for all customers on Fridays.

The Frappuccino Happy Hour was a hit with customers and there were long queues at Starbucks' outlets in the major shopping complexes and was the talk of the town.

1 & 2. Partners promoting Happy Hour with the Happy Hour Big T-Sign.

3. Customers queuing up patiently to purchase their favorite Frappuccinos.



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Instagram Contest by Starbucks

From 18 May (12pm) - 20 May (6pm), Starbucks Malaysia received 200 entries in an Instagram Contest where contestants shared their unique Summer moments in Starbucks through Instagram.

3 winners with the best Summer moments were chosen and they won themselves Summer merchandise worth RM100 each.

Starbucks Malaysia Instagram was launched in mid-February 2012 and had 4460 followers.



2

1. Snapshots of the mystarbucks winners!
2. Add Starbucks Malaysia in Instagram now!



All 70,000 of you make summer fun and exciting!

Thank you!

facebook.com/StarbucksMalaysia



No kidding! We've exceeded the number of followers below

@StarbucksMY

80,000

Thank you

Starbucks Malaysia Leadership Conference, Melaka

150 Starbucks Malaysia Store and Assistant Managers gathered in Melaka for the Starbucks Leadership Conference on 11 to 13 April 2012.

During this leadership conference, Starbucks Malaysia Chief Executive Officer, Sydney Quays congratulated partners for their achievements for the first half of FY 2012.

We also had our Summer Roadshow which we kick-started by sharing the refreshing summer beverages, coffee, food and merchandise. To further create excitement among partners, the marketing tactics for this campaign were shared alongside the main highlights of our Summer Roadshow - FY12 Summer Heat Is On where the strategies were revealed and rewards were announced to partners.

That evening, June Beh, Senior Partner Resources Manager presented 5 and 10 years' service award to partners including baristas and announced the Manager of the Quarter Award for Q1, Koon Wai, Store Manager of Genting 1 outlet and for Q2, Karen, Store Manager of SS15 outlet.

Aligned with the theme Step It Up this year, Store Managers and Starbucks Support Centre partners participated in a team building session "Teaming for Quantum Growth" conducted by Dr Lawrence Walter.



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1. (L) The Best Buddy Award won by Jusfalynda, Store Manager of Skypark outlet & Nasuha, Store Manager of Centerpoint outlet.
2. (R) The Best Buddy Award won by Margaret, Store Manager of BV 1 outlet & Jeffrey, Store Manager BV2 outlet.
- 3 & 4. Congratulations to Rudy & Khan's District on winning new summer merchandise held by the marketing department.
5. The participants at the conference.



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Bite into burger perfection!

On 3rd May, Wendy's® gave its cheeseburgers a complete "taste-lift" by totally inventing the beef patty, bun and toppings – and aptly naming it Dave's Hot 'N Juicy™ Cheeseburger as a homage to Wendy's® founder, Dave Thomas, the cheeseburger is the hottest and juiciest in the company's history.

Wendy's® devoted more than two years to develop the Dave's Hot 'N Juicy Cheeseburger which is made with 100 percent pure beef without fillers, additives, preservatives or flavor boosters, Dave's Hot 'N Juicy Cheeseburger is Wendy's® thickest, hottest and juiciest beef burger ever. The beef's rich, mouth-watering taste is complemented by a warm, buttered, toasted bun for added flavor and texture, with a carefully-chosen assortment of fresh high-quality toppings that make the flavor even more sumptuous. Of course, it has a naturally square shape that consumers fondly associate with Wendy's®.

Even the packaging has received an overhaul, as every Dave's Hot 'N Juicy Cheeseburger is wrapped in wax paper and placed in a customized half-box designed to enhance the eating experience by protecting the Cheeseburger.

Wendy's® even gave out FREE Dave's Hot 'N Juicy ¼ lb. burgers to the first 2,000 fans that LIKE Wendy's on Facebook during the launch.

For more information about Dave's Hot 'N Juicy Cheeseburger, visit facebook.com/Wendys.Malaysia.



Friendster officially launches Southeast Asia's social discovery and gaming platform and targets to achieve 10 million active users by end 2012

Pioneering social networking site Friendster celebrated its official launch in the Philippines on 27 April 2012 at Philippines' top info-technology shopping mall, SM North Cyberone. The game event was entitled "Funtxtion". Invited media and public attendees were introduced to the new Friendster's unique leisure experience that Friendster offers-find and play online games, meet and engage new friends, and win awesome prizes.

This launch was held to officially announce Friendster as a social discovery platform - offering users a unique experience which combines search, discovery, content discovery and social functionalities.

Further to the redesigned platform, Friendster also introduced an initiative called the Developers Programme, a platform to encourage local content developers in Malaysia to commercialise their games via Friendster as it is a valuable platform for Malaysian startups to reach a global audience while allowing the start-ups to monetize their content.



Friendster Chief Operating Officer, Mikhail Nikolai Galicia (left) and Group Chief Executive Officer and Founder of MOL Global, Ganesh Kumar Bangah (right).

MyClear Appoints MOLPay as its Acquirer for Online Merchants to promote E-Commerce among Malaysian Businesses

Malaysian Electronic Clearing Corporation Sdn. Bhd. (MyClear), a wholly-owned subsidiary of Bank Negara Malaysia, has appointed MOLPaySdn. Bhd., a subsidiary of the MOL Global Group as its official online merchant acquirer for MyClear's Financial Process Exchange (FPX) and Direct Debit services.

FPX is a service that allows online consumers to make purchases via online stores using their banking accounts. FPX will give the consumers another avenue to make the most of their online shopping experiences, whereas Direct Debit service allows consumers to make recurring payments for insurance premiums, bill payments, and other related charges automatically and on schedule.

MOLPay, formerly known as NBePay was founded in 2005 and was acquired by the MOL Global group in August 2011. MOLPay presently has more than 2,500 online merchants and is compliant with global security standards including Payment Card Industry: Data Security Standards (PCI DSS), HackerSafe and with the Malaysian Payment Systems Act 2003.

The appointment of MOLPay by MyClear is expected to facilitate e-commerce transactions and further grow Malaysia's e-commerce merchant base by allowing online merchants to integrate their website easily with FPX via MOLPay. With these services, online merchants will be able to accept payments from the online banking services integrated into the FPX platform.

The integrated central transaction processing channels will enable MOLPay and its merchants to get connected to all the financial institutions in the country and permit efficient e-commerce transactions. MOLPay will establish and maintain all online data processing facility capabilities including merchant approvals and maintenance to support real time payment transaction processing. As a third party acquirer, MOLPay will also implement a risk management system that is capable of detecting, managing and reporting the incidences of fraudulent transactions and unwarranted chargebacks that merchants deal with on a daily basis.



Signing Ceremony between MyClear and MOLPay.

MOL partners PT. LytoDatarindo, Indonesia, one of the biggest online game publishers in Southeast Asia

PT. LytoDatarindo Fortuna (LYTO), one of the biggest online game publishers in Southeast Asia, partnered with PT. MOL AccessPortal (MOL), the Indonesian subsidiary of leading internet company MOL Global. LYTO currently services Singapore, Indonesia and Malaysia.

The collaboration between LYTO and MOL through Game-On Card increases the variety of games playable using Game-On Card (One Card for All Your Favorite Games).

Game-On card is the largest and widest pre-paid online game card in Indonesia. Game-On card owns a distribution network which handles more than 200 agents covering 70 cities from several provinces in Indonesia. Game-On card can be bought in 8000 cybercafes/warnet all over Indonesia and with the vast distribution of Game-On's payment card that is widespread all over Indonesia, it is convenient for all MOLPoints users in Indonesia when making transactions and getting in-game items.



Andi Suryanto, Director of LYTO (left) with Patrick Setiwan, Country Manager of MOL Indonesia (right).



U Mobile, Intel and Acer enter into a strategic collaboration to offer new device bundle plans

On 15 June 2012, U Mobile announced its strategic collaboration with Intel and Acer to deliver the ultimate in speed and value-for-money device bundle plans. The official announcement marks an important milestone to U Mobile as the first telco in the country to collaborate with Intel and Acer to offer the Ultrabook bundle with high-speed mobile broadband plans.

(From left) Ricky Tan, General Manager of Acer Malaysia; En. Jaffa Sany Ariffin, CEO of U Mobile and Mr. Prakash Mallya, Country Manager of Intel Malaysia at the Strategic Collaboration announcement.

SBBS organized Internal Fundamental Management skill training



SaigonBank Berjaya Securities Joint Stock Company (SBBS) in line with its focus on staff development and corporate mission, vision and values, organized a 2-day training on internal fundamental management skills to encourage leadership and teamwork spirit amongst senior executives and sales managers. A total of 8 young managers and executives participated in the training in June 2012.

The training provided participants with concept of mindset, knowledge and skills on "7 Habits on Making Oneself Effective". It was designed to change the fundamental way of approach in their jobs, relationships, problems and opportunities.

1. Participants matching cards in accordance with the training content.
2. Participants were divided into 2 groups to present their topics.
3. The HR & Admin Manager of SBBS, Ms. Nguyen Thi Kieu Huong (4th from the left back row), the mentor of the training cheering with the staff after the training.



Celebrating Nurses' Day 2012

A total of 22 students and 7 staff of Berjaya College of Nursing and Health Sciences (BCNHS) attended the Nurses Day Celebration 2012 organised by the Nursing Division, Ministry of Health Malaysia on 13 May 2012 at the Kejriran Complex, Precint 11, Putrajaya.

The event was officiated by Dato' Sri Dr.Hasan bin Abdul Rahman, Director-General of Health and among the activities held were a health screening and awareness and an exhibition on evidence based practice. It was also a good opportunity to broaden networking with other organisations and bring together the hospital and academic sectors in nursing to create an awareness of evidence-based nursing.

Nurses' Day was celebrated at BCNHS on 18 May 2012 and was graced by Puan Norashikin Cheong Abdullah, CEO of BCNHS. Ms Norhayati Paraman, one of the lecturers began the event by presenting a poem entitled "I am a Nurse" that expressed the feelings of a nurse.

At the event, BCNHS showed appreciation to one of their staff, Madam Thilagavathi Kanagasabai who has been in the nursing career for 50 years. They also gave away books as prizes and Certificates of Achievement to the highest academic performers for the different semesters from each cohort. Student representatives from each cohort shared their good and unforgettable experiences of being a student nurse in the clinical area.

"When you're a nurse you know that every day you will touch a life or a life will touch yours."



The students of BCNHS during the Nurses Day Celebration at Putrajaya.

BERJAYA University College of Hospitality Wins the "5th Penang Chefs Challenge 2012" - Apprentice Level, Black Box Competition

BERJAYA UCH's second year Diploma of Culinary Arts students - Yong Chee Ken, See Liang Phaw, Andrew Bakhita Yip and Ng Song Chee emerged winners in the 5th Penang Chefs Challenge 2012 of the Apprentice Level, Black Box competition held at the Straits Quay Convention Centre, Penang from 8 - 10 March 2012. The team's four-course set menu earned them the title "Champions" as they slayed fourteen other teams with their finesse techniques and exquisite taste.

BERJAYA UCH's students also swept a myriad of medals from the 1st PCC GreenHorn Challenge 2012. This challenge was opened to schools, colleges and universities around the world.

Winners of the 5th Penang Chefs Challenge 2012.



'Cooking for Ibu' Competition: BERJAYA University College of Hospitality's Winners Contribute Post-Natal Recipes for International E-Book

BERJAYA UCH and Ms. Valerie Lynn, American author of 'The Mommy Plan, Restoring Your Post-pregnancy Body, Naturally, using Women's Traditional Wisdom' combined culinary forces, and post-pregnancy knowledge, to conceive and produce healthy recipes for mothers who are in confinement.

'Cooking with Ibu: Recipes for the Wellness of New Mothers' is a supplementary e-book featuring creative, nutritional and original post-pregnancy recipes contributed by chefs and student participants in the 'Cooking for Ibu' culinary competition at BERJAYA UCH. The BERJAYA UCH students laboured over their recipes by researching, and consulting, with the doctor of delicious gourmet foods - Global Master Chef Jochen Kern, Director for the School of Culinary Arts at BERJAYA UCH. In the end, the winners gave birth to a beautiful menu that is dedicated to new mothers, providing them with an assortment of healthy and nutritious meal choices with a gourmet taste!



Group picture of Judges, participants and winners of Cooking for Ibu competition and organising committee of the competition.

The judges were hand-picked, based on their involvement in the culinary arts and knowledge regarding food science and nutrition. The Chief Judge was Datin Catherine Jones, mother and wife of the US Ambassador to Malaysia, an award-winning author and freelance writer of health and cookbooks. Datin Catherine was an excellent judge of food and nutrition as she lent her experience to the Western and Asian worlds of culinary arts. The rest of the judges, who are also mothers, were Chef Chong Siew Lee, Lecturer at BERJAYA UCH, Puan Zaini Amnah Binti Adnan, Postnatal Healthcare Practitioner and founder of Zaini Moms, Puan Suhaila Abd. Ghaffar, Nutritionist with the Ministry of Health Malaysia, and Ms Valerie Lynn. "We are proud of our students for marrying the art and science of food, to create delicious and nutritional recipes following the guidelines in Valerie's book. This unique collaboration between, "The Mommy Plan" and BERJAYA UCH, benefits both new, and veteran mothers who are looking for a modern twist on well-known classic confinement recipes, while still consuming the nutritional values that is needed during their recovery from childbirth. Our students also benefit, as they have been exposed to the notion that food may be consumed as 'medicine,' with healing properties not only in the case of satisfying a hungry stomach; and their names will be included in an international publication," said Madam Mae Ho, Chief Operating Officer of BERJAYA UCH.

BERJAYA University College of Hospitality Holds its Inaugural Career Forum and Networking Event



BERJAYA UCH organised a career forum and networking event featuring guest speakers who are leaders from the hospitality, tourism, culinary arts and retail management industry such as Mr Zaharuddin Abd Jalil, Senior General Manager of Berjaya Hotels & Resorts; Mr Henry Ng, Group Senior Golf Course Superintendent and Club Manager of Staffield Country Resort; Mr Eric Khoo, Director of Franchised Food Services of Berjaya Corporation Berhad and Mr Marcus Teoh, CEO of LuxOnU Luxury Handbags.

The objective of the inaugural career forum and networking event was to allow the students of BERJAYA UCH who will be graduating soon to connect with senior management from within the Berjaya Group of companies, and also gain further understanding on career and entrepreneurship.

From Left to Right : BERJAYA UCH Head of the School of Hospitality Management, Mr. Christopher Harris as Forum Moderator, Staffield Country Resort Group Senior Golf Course Superintendent and Club Manager, Mr Henry Ng; Berjaya Corporation Berhad, Director of Franchised Food Services, Mr Eric Khoo; Berjaya Hotels & Resorts Senior General Manager, Mr Zaharuddin Abd Jalil and LuxOnU Luxury Handbags CEO, Mr Marcus Teoh.

BERJAYA University College of Hospitality Signs a Memorandum of Understanding With Induk University of Korea

BERJAYA University College of Hospitality (BERJAYA UCH) and Induk University of Korea, a university established by an Asian America writer in 1963, signed a Memorandum of Understanding (MOU) on 10 May 2012 that signalled the beginning of an advantageous collaboration that will allow both institutions to lay the necessary foundations for further growth in both countries.

With the successful signing of this MOU, Induk University will now be able to leverage on BERJAYA UCH's recognized success in quality programmes, integrate course developments to better suit global market needs, as well as streamline collaboration between both institutions such as by allowing credit transfers, encouraging student-staff exchanges, participating in international mobility programmes, and collaborating in research and consultancy. BERJAYA UCH will also be able to expand its reach further into Korea, which is a core target market due to the large educational needs present along with an ever growing hospitality industry there due to its fantastic geographical location.

Ms Mae Ho, Chief Operating Officer of BERJAYA University College of Hospitality, is confident that this mutual agreement will bring much benefit to the students in the hospitality, tourism, and services management industry as a whole, and especially in view of the university college's objective to venture its reach in Korea.

With the execution of the MOU between BERJAYA University College of Hospitality and Induk University, both parties will strive together for a better future in the hospitality industry.



Signing of the MOU between BUCH and Induk University of Korea.

BERJAYA University College of Hospitality Hosts The Uhrenholt Young Chefs Fundraising Dinner

The Uhrenholt Young Chefs Fundraising Dinner was organized by the Youth Chefs Club – Chef Association of Malaysia with BERJAYA University College of Hospitality (BERJAYA UCH) being the official venue partner. The leading worldwide food company with a turnover of 550 million EUR – Uhrenholt is also the annual co-sponsor of this fundraising dinner.

A total number of 43 students were divided into groups of seven from six different hospitality universities and colleges namely BERJAYA UCH, Legend International College, INTI International University, Malaysian Institute of Baking, KL Metropolitan University and Cilantro Culinary Academy. The students were then given the task of cooking a five-course menu for 200 invited guests during the dinner under the guidance of 5-star hotel executive chefs. The executive chefs who participated in this meaningful event were Chef Rajesh from Sheraton Imperial, Chef Martin from Ritz Carlton, Chef Sabri from Royal Chulan, Chef Antoine from Le Meriden KL, Chef Andrea from Renaissance KL, Chef Rudolph from Shangri La KL and Chef Nik from Uhrenholt.

Prior to the dinner, the team of students had six hours of training and sharing sessions with their respective executive chefs. "The session enabled us to gain hands-on experience and also to have interaction with the executive chefs!" said Matthew Lee, a BERJAYA UCH student who is currently pursuing a Diploma in Culinary Arts. "In addition, the training session provided us a unique working experience with the other students who come from different colleges and with whom we managed to forge new bonds and friendships," he added. "There were seven of us students from BERJAYA UCH who participated in this meaningful event, and at the end of the training, all of us realized that teamwork is of great importance to become successful!" Matthew exclaimed.



The students who made The Uhrenholt Young Chefs Fundraising Dinner a success!

Brewing with Excitement - BERJAYA University College of Hospitality Launches First Coffee CTI Conference in Malaysia



In collaboration with BERJAYA University College of Hospitality and the Malaysia Barista Association, CT&IMagazine (Coffee, Tea & Ice Cream) Conference Kuala Lumpur launched its first coffee-themed conference at the Berjaya UCH's Advance Coffee & Tea Academy. From near and far, fifty-four influential gourmet coffee enthusiasts, coffee business ventures, barista champions, coffee educators and caffeine junkies attended this event to celebrate the love for the glorified aromatic bean.

The sessions were educational as well as exceptionally presented. Keynote speaker, Van Lin Tung-Yuan who co-founded a Taiwanese-Italian-themed cafe called GABEE gave a presentation about his successful cafe management systems, brand strategies and more. Director for the School of Culinary Arts, Global Master Chef Jochen Kern co-presented with Van Lin and enticed the coffee crowd with a display of a coffee ingredient gourmet dish paired with GABEE's Signature Drink. The result of this marriage was love at first taste!

Coffee lovers during the Coffee CTI Conference.



Bermaz Motor CRM Receives Award from Mazda Japan

On 15 March 2012, the Customer Relationship Management (CRM) team of Bermaz Motor received recognition from Mazda Japan acknowledging its outstanding performance. The award is truly inspirational and reflects on Bermaz's dedication to quality service. The CRM team will continue to deliver quality service to its customers.

Customer Relation Management team of Bermaz Motor posing with the award from Mazda Japan.

Sports Toto Malaysia supports KL - Maran Big Walk 2012

As in the past, Sports Toto contributed T-shirts and prizes for winners.

The event organized by Tamil Nesan was officiated by the patron for the event, Datin Seri Indrani Samy Vellu in Batu Caves, Selangor and saw about 300 enthusiastic participants taking part in the grueling 204km walk that started on 2 April and ended on 4 April 2012.

The big walk was a unique event which tested the participants' endurance and perseverance, besides their physical strength. The participants ran, jogged or brisk-walked for a distance of 204km in 3 days with a few stops for meals and rest.

Pn. Sherifah Hanom of Sports Toto presenting a T-shirt to Mr. Sundaram, treasurer of KL - Maran Big Walk 2012 at Sports Toto's head office.



Yin Ngai Heart to Heart Charity Night 2012

Yin Ngai Heart to Heart Charity Night 2012, a charity opera show, was staged on 23 - 24 June 2012 at MPPJ Civic Center Auditorium, Petaling Jaya.

The organizer, Yin Ngai Musical Arts Association, aimed to promote Chinese opera and contribute to charity through the event.

All the proceeds raised from the sponsors and sale of show tickets went towards helping 5 non-profit organizations ie. SRJK (C) Kota Emerald Rawang School, Hospis Malaysia, Buddhist Tzu-Chi Merit Society Malaysia Kidney Dialysis Centre and Ti-Ratana Welfare Society.

In support of cultural preservation and charity, Sports Toto contributed RM50,000 towards the event.

Mr. Lim Kok Beng, Sports Toto general manager (IT), presented Sports Toto's contribution to Ms. Koh Siew Hoong, organizing chairman of Yin Ngai Heart to Heart Charity Night 2012 in a mock cheque presentation ceremony held on 19 May 2012.

Mr. Lim Kok Beng (second from right) of Sports Toto presenting a mock cheque to Ms. Koh Siew Hoong (first from left) and Mrs. Chan Yan Choy (second from left.)



Berjaya Cares Foundation supports PT Foundation's Back-to-School Programme for 100 children living or affected with HIV/AIDS

As part of Berjaya Cares Foundation's ("BCF") continuous commitment to help the less fortunate, BCF supported PT Foundation's Back-to-School programme for 100 children living with or affected by HIV/AIDS. The programme was launched on 20 May 2012 in conjunction with PT Foundation's International AIDS Memorial Day 2012 celebration held at its office at Wisma TanCom, Jalan Tunku Abdul Rahman, Kuala Lumpur.

Under this 1-year programme, the children will be provided with school essential items such as school uniforms, shoes and books, transportation and meal allowances as well as vitamins and supplements. Medical fees and hospital expenses are also provided for children who require medical attention.

Children affected or infected by HIV/AIDS, are among the most vulnerable groups at risk of physical, emotional and financial implications. Many children affected by HIV/AIDS died at a young age mainly because the disease went undiagnosed

and have no access to medical treatments. Even those who are living in affected families but are not infected by the disease, often struggle with poverty issues, stigma, discrimination and are denied necessities critical for the child's physical, social or emotional well-being. According to the statistics published by Ministry of Health Malaysia, up to December 2010 a total of 2,204 children from the age of 0 to 19 years old were infected with HIV, of which 486 were AIDS cases.

Observed since 1983, the International AIDS Memorial Day, which takes place every third Sunday in May was attended by Datuk Paduka Marina Mahathir, representatives from Ministry of Women, Family and Community Development and Malaysian AIDS Council's Red Ribbon celebrity supporters Dayang Nur Faizah, Winnie K and Joey G.



PT Foundation Chairman En. Hisham Hussein (first left) receiving a mock cheque from Shirley Quah (second left), Manager Corporate Communications in support of the Back-to-School programme. Witnessing the event were Datuk Paduka Marina Mahathir (far right), Joey G (second right) and Puan Liah Pariuk (centre) from Ministry of Women, Family and Community Development.



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1 & 2. Distribution of pocket money, vitamins and supplements to the less fortunate children.

3. Representatives from Berjaya Cares Foundation, PT Foundation and Malaysian AIDS Council's Red Ribbon celebrity supporters together with the children at the event.

U Mobile Provides Free WiFi Service at UMMC Children's Oncology Ward

U Mobile put smiles on the faces of patients in the Children's Oncology Ward at the University of Malaya Medical Centre (UMMC) by providing free WiFi service using its 42Mbps network, which is the fastest mobile broadband in town, during their visit on 14 June 2012.

Patients, parents and visitors can now surf the internet for free at the Children's Oncology Ward using U Mobile Surf Zone.

Unlike other patients, treatment for cancer requires these children to be hospitalised for long periods of time, causing them to miss school and preventing them from interacting with relatives and friends. Being away from the comforts of their homes can sometimes lead to a feeling of being disconnected from the outside world. Parents who are concerned about their children's condition too will spend most of their waking hours here at the Children's Oncology Ward.

U Mobile hopes to make a difference to the lives of these brave children and their supportive family members. They can now access the internet and stay connected with their loved ones, or be entertained through games, videos and e-books, and keep abreast of current happenings around the world.

U Mobile also sponsored 10 units of tablet PCs, for patients to play games, surf the Internet and stay connected with their friends and families while in the hospital for treatment.

1. Beaming patients from Children's Oncology Ward at UMMC together with their parents pose with En. Jaffa Sany Ariffin, CEO of U Mobile as part of the celebration after the launch event.

2. En. Jaffa Sany Ariffin (right) and YBhg Professor Dato' Dr Ikram Shah Bin Ismail, Director of UMMC officiating the launch of U Mobile Surf Zone at UMMC Children's Oncology Ward.



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Berjaya Cares Foundation Donated 10 Units of Dialysis Machines Worth RM450,000 To The National Kidney Foundation

Berjaya Cares Foundation donated 10 units of dialysis machines worth RM450,000 to the National Kidney Foundation of Malaysia ('NKF'). The machines were handed over by Ms Vivienne Cheng, Executive Director of Berjaya Corporation Berhad to Mr. Goh Seng Chuan, Vice-Chairman, Board of Directors of NKF Malaysia and Mr Chua Hong Wee, Chief Executive Officer of NKF Malaysia in a ceremony held on 16 May 2012 at NKF's headquarters in Petaling Jaya. The 10 new dialysis machines will be placed at NKF dialysis centres located in Kedah, Johor and Klang Valley.

Since the establishment of NKF in 1996, Berjaya Corporation group of companies have continued to support NKF in many ways. In recent years, Berjaya has raised funds for NKF through the annual Kenny Rogers Roasters Chicken Run event for 2 years and through donation boxes placed in 7-Eleven outlets.

Last year, Berjaya Cares Foundation funded the set-up and the operating costs of NKF-Berjaya Resource Centre in Petaling Jaya, a one-stop information hub for all matters related to kidney and kidney care.

1. Ms Vivienne Cheng (3rd from left) chatting with a patient during the visit to NKF Dialysis centre in Petaling Jaya. Looking on are Mr. Goh Seng Chuan (right) and Mr. Chua Hong Wee (2nd from right) and representatives from Berjaya Corporation Berhad.

2. The set-up and the operating costs of NKF-Berjaya Resource Centre in Petaling Jaya are being funded by Berjaya Cares Foundation since 2011.



Ms. Vivienne Cheng (left), Executive Director of Berjaya Corporation Berhad received a plaque as a token of appreciation from Mr. Goh Seng Chuan (2nd from right), Vice-chairman, Board of Director of NKF Malaysia during the Dialysis Machine Presentation Ceremony. Looking on is Mr. Chua Hong Wee (right), Chief Executive Officer of NKF Malaysia.

27 Different Community Service Projects for the Global Month of Service in April

In conjunction with Starbucks Global Month of Service (GMoS), a total of 14 different community service projects were hosted in Malaysia throughout the month of April.

For this 2nd annual GMoS, a celebration of our commitment in helping our communities is to encourage mass number of participation in 27 Corporate Social Responsibility (CSR) projects nationwide throughout the GMoS involved 884 partners, 602 customers and 8898 community service hours in the month of April to roll up their sleeves and participate together.

Special thanks to Schools for Special Children, Teruntum Zoo, Salvation Army Orphanages, Penang Botanical Garden, Sunway Safari Zoo, Tengku Budriah Children's Home, Stepping Stone Work Center and local governments in organizing the various community service projects.

The 14 different projects included tree planting, beach cleaning, community park clean-up, zoo cleaning, landscaping, adopting libraries in orphanages and many more across the nation to address real needs in the local communities.



1. Koon Wai, Store Manager Genting 1 and his partners cleaning together as a team at Taman Keramat Park.
2. Partners from Geena's district lead by Store Manager Sunway Pyramid 1, Su Ann & Store manager Sunway pyramid 2, Rabaah cleaning up the Sunway Safari Zoo.
3. Junidah, District Manager leading her team to do gardening and enhancing the landscape at Sekolah Kanak-Kanak Istimewa, Johor.

4 & 5. Partners from Rudy & Fuad district having tree planting activities and also coloring activities with the children at Taska Damansara Utama.
6. Cleaning up at Sri Hartamas residence with the Sri Hartamas Association lead by Hairil, Store Manager Desa Sri Hartamas.
7. Starbucks Malaysia Senior Operations Manager, Andy How (L) and Saw Yong Sheng (R) painting murals at Tengku Budriah Children Orphanage Home.

WANDERING DOWN THE YELLOW BRICK ROAD - Kenny Rogers ROASTERS treats children to a magical musical time



On 9 May 2012, Kenny Rogers ROASTERS (KRR)'s Community Chest campaign treated 45 children from Sunbeam Home and Rumah Bakti Nur Syaheera to a magical journey down the yellow brick road during a local production of the timeless classic The Wizard of Oz at the Kuala Lumpur Performing Arts Centre (KLPAC).

"It is heartening to see how much the children enjoyed the performance," said Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn Bhd, which operates the Kenny Rogers Roasters franchise in Malaysia. "KRR's Community Chest campaign ties into the fact that KRR wants you to be healthy and we always find ways to give back to the community through interaction with the needy."

Berjaya Roasters (M) Sdn Bhd co-presented the production with Berjaya Corporation Berhad in support of local performing arts.

The production of The Wizard of Oz, presented by Pan Productions and directed by Nell Ng is an all-Malaysian affair. Starring Stephanie van Driesen as Dorothy, Peter Ong as the Scarecrow, Zalina Lee as the Cowardly Lion, Radhi Khalid as the Tin Man, Tria Aziz as the Wicked Witch of the West, Suhaili Michieline as Glinda the Good Witch and Mano Maniam as the Wizard, with Wolfgang the Maltese as Toto.

1. Dorothy played by Stephanie van Driesen during the press launch.
2. The cast and children from Rumah Bakti Nur Syaheer.
3. The cast and children from Sunbeam Home.

Kids Shoot Hoops with The Dragons - Kenny Rogers ROASTERS and Westports Malaysia Dragons help school children hone their basketball skills

On 5 June 2012, Westports Malaysia Dragons visited school children of SJK(C) Jalan Davidson. Organised by Kenny Rogers ROASTERS (KRR), the Malaysian professional basketball team conducted a basketball clinic for more than 40 students at the school. While the team players towered over the children aged 9 to 12, it was clear to see that their passion for the game was on par.

Healthy living is one of the core values of KRR. While eating a wholesome diet is important to a healthy lifestyle, being active is very important as well. With programmes like the basketball clinic with the Westports Malaysia Dragons, KRR hopes to help instill good, healthy habits in young children.

Shrieks of excitement resonated through the school yard as the students were treated to a fun morning as the players help them hone their basketball skills in shooting, aiming and dribbling. According to the team's coach, Ariel Vanguardia, basketball clinics like this provide students with a good environment to understand the value of listening and discipline.

"Initiatives like these by KRR really help teach students the value of discipline. Basketball is a good analogy for life. In order to get better at the game, players must listen to their coach and the team, which reflects to real life. If kids want to improve in life, they must listen to their parents and teachers. That is why, during every clinic I make it a point to stress the importance of listening to students and discipline to students, if they want to get ahead in life," said Vanguardia.

Information about the Westport Malaysia Dragons and their league schedules can be found at www.kldragons.com.my.



1. Group photo of the students with the Westports Malaysia Dragons and the KRR team.
2. Every student received an i.care box.
3. A student in action during the basketball clinic.

Coffee-Tasting Session with Senior Citizens



On 24 May 2012, Starbucks collaborated with New Horizon, a non-profit senior citizens programme under Grace Community Services (GCS) to organize a coffee-tasting session for the senior citizen.

The coffee tasting session was conducted by Malaysia's Starbucks Coffee Ambassador, Siti Ayesha and she introduced them to the world of coffee by sharing with the senior citizens how to enjoy their cup of coffee using the 4 steps of coffee tasting and paired with the right food pairing.

The senior citizens were given a challenge to identify which coffee was brewed using Starbucks VIA Ready Brew and were given a chance to brew their own cup of coffee using their favourite Starbucks VIA Ready Brew.

The 2 hour session brought smiles to the senior citizens' faces as they not only had fun but also learned more about coffee. Grace Community Services is a charitable organization registered with the Ministry of Women, Family and Community Development that runs several orphanages, drug rehab centre,

home for unwed mothers and a food bank for the poor in Kuala Lumpur and Klang Valley.

1. Siti Ayesha, Starbucks Malaysia Coffee Ambassador conducting the session.
 2. Group picture of Siti Ayesha, Starbucks Malaysia Coffee Ambassador, partners and the senior citizens.
 3 & 4. Senior citizens tasting their coffee.



Starbucks Malaysia Global Month of Service (GMOs) Closure

Starbucks Malaysia ended the second annual Global Month of Service (GMOs) by bringing together more than 300 partners, customers, digital fans, suppliers, media and friends to clean up Sungai Congkak Recreational Forest, Hulu Langat located in the southeast corridor of Klang Valley on 12 May 2012 in partnership with Tourism of Selangor.

All participants were assigned to teams and each team was given a specific task such as cleaning the river, cleaning the forest, repainting the walls and gates surrounding the recreational forest and many more.

The 8-hour clean-up ended by with a group photography session which marked a memorable experience for all participants. This year, Starbucks Malaysia successfully held 27 Corporate Social Responsibility (CSR) projects nationwide throughout the GMOs involving 884 partners, 602 customers and 8898 community service hours in total.

The total PR Value of RM260,126 (USD 82,136) was achieved from this event.

Watch the interview session with Salleharon, Communications & PR Manager, partners and customers on Bella, episode 108

http://www.tonton.com.my/#/home/channels/ntv7/bella_2012_ea3d631675c44b519f429fbf00e2f78f/episode_108_9f4624cd8576457b9d269fbf00e30d05



1. Participants painting the entrance.
 2 & 3. Cleaning the river and its surroundings.



Thank you and we will see you again next year!

Starbucks Malaysia collaborates with IDAMAN & PPSPA for Tanjung Rhu Beach, Langkawi Clean-Up



On 24 March 2012, Rosliyana, Store Manager of Starbucks Langkawi International Airport lead the clean-up project at Tanjung Rhu Beach collaborating with a waste management organization (IDAMAN), Solid Waste Management and Public Cleansing Corporation (PPSPA) and customers successfully for the 3rd consecutive time.

1, 2 & 3. Partners cleaning the beach.
4. Well done to partners from SK District!

Langkawi is unable to meet the disposal of more than 19,000 tonnes of garbage generated daily by the nation, apart from consuming a lot of power. Everyone worked efficiently cleaning up the beach and this 6-hour clean-up was a success with earnings of 78 community hours.

Starbucks Malaysia & New Straits Times Summer Streets Race

In conjunction with the Summer launch, Starbucks Malaysia supported New Straits Times in supporting the first-of-its-kind adventure race in the country and a flagship event, Summer STREETS RACE on Sunday, 22 April 2012 by providing hot brewed coffee to its participants.

The objective of this collaboration was to encourage an active and healthy lifestyle in our communities. All the participants faces lit up and were excited when they smelt the aroma of hot brewed coffee and the coffee definitely helped them in gearing up for the race.



1. We would like to thank Din, ASM Bangsar Village 1 and team from Irene's District to served 600 cups of sweetened hot brewed coffee starting from 6.30am.
2. Cheers & thank you Starbucks!
3. Participants are all geared up after having their cup coffee before the start of the race.

Starbucks Malaysia and Sekolah Kanak-Kanak Istimewa Spring Cleaning Activity

On 23 March 2012, Starbucks Malaysia took the opportunity to participate in the Spring Cleaning Activity organized by Sekolah Kanak-Kanak Istimewa, a special school for children with disability in Johor.

More than 70 partners and customers participated in this spring cleaning activity lead by Junidah, District Manager and her team. They also engaged with the special children by organizing fun-filled activities which included ice breaking games, cycling, coloring and painting.

The spring cleaning was a success and everyone had a fun-filled day. The school is now cleaner and a better environment for the children to study and play.

1 & 2. Partners working together to clean up Sekolah Kanak-Kanak Istimewa.
3. The children having fun playing games with partners.
4. Partners helped to distribute food to all the children to reward them for helping out in the spring cleaning.
5. Starbucks partners, customers and children from Sekolah Kanak-Kanak Istimewa.



Doing Small Things with Great Love together with Starbucks and Friends of Kapar

Starbucks Support Centre started the year 2012 by bringing joy to the children at Shelter Home, Jalan Gasing – a home for children from 4 to 12 years of age who have been abused, neglected, at-risk or abandoned by their families, parents or guardians.

Starbucks Support Centre brought groceries from their 'need list' which consisted of rice, sugar, milk powder, salt, flour, biscuits and other essential items for the children. Ms Yu Jen Lai, winner of 'GiftAHamper' joined in the event to present her hamper to the children of Shelter Home too!

After an ice breaking session, everyone played games and other activities. Starbucks Support Centre surprised the children by presenting Starbucks Eastern Sunrise cake to celebrate the birthdays of the January babies served with the children's favourite – Iced Chocolate. Each of the children also received a gift of books and stationery for their back-to-school preparation.

For more pictures, please visit <http://on.fb.me/SSCSshelterHome>

1. Group picture of Irene, district manager and her team with the children.
- 2 & 3. Starbucks partners and customers give groceries to the families.



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Berjaya Cares Foundation Supports Project ROAR (Restore Our Awesome Reefs)



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1. Launch of project ROAR by Leong Wy Joon (left), Executive Director, Berjaya Land Berhad and Mohamad Shah Redza Hussein (right), Executive Director, Malaysian Nature Society.

2. Signing of a corporate pledge by Leong Wy Joon (right) to come on board the "We're FINished With FINS" (Save The Shark) Campaign. On the left is Jonn Lu, Regional Director, Shark Savers Asia Pacific.

3. Children participating in the turtle conservation workshop facilitated by Turtle Conservation Society.

Working in collaboration with Malaysian Nature Society, Berjaya is extending its "Loving Earth" commitment by embarking on a 15-month coral reefs rehabilitation programme in an effort to preserve, restore and rehabilitate the degraded coral area in Tioman Island.

Project ROAR was successfully launched on 30 June 2012 in conjunction with Berjaya Hotels and Resorts' inaugural Tioman World Ocean Day (TWOD) which deployed a scientifically proven method-the Biorock technology. This technology has proven to enhance the growth rate of corals, increase their resistance to environmental stresses and re-establish devastated marine ecosystems within a short period of time. Some of the successful projects are located at Pemuteran Bay off the north coast of Bali, Indonesia and Koh Samui, Thailand.

Coral reefs are the world's most biologically diverse marine ecosystems. In Tioman Island, continuous development and booming tourist industry are affecting the coral reefs. Coral bleaching in 2008 caused by increased sea surface temperatures as a result of global warming and increased sedimentation due to development has completely destroyed the coral population in Tekek Bay.

Part of this project also involves the empowerment of local communities to monitor and maintain the local environment's health and integrity through education activities on the importance of Tioman's marine ecosystems. Together with local and scientific expertise to rehabilitate Tioman's coral reefs, Berjaya hopes to build awareness on coral reefs long term importance to the local community, ultimately creating a

sustainable eco-tourism industry and protecting the island's natural heritage.

The 3-day event also witnessed the signing of a corporate pledge by Berjaya Land Executive Director, Mr Leong Wy Joon to join the "We're FINished With FINS" (Save The Shark) Campaign carried out by the Singaporean

chapter of Shark Savers, a non-profit marine conservation organisation dedicated to saving sharks through awareness, education and grassroots action. Other activities conducted were a turtle conservation workshop for 50 school children facilitated by Turtle Conservation Society and airport clean-up by Berjaya Air employees which included a Foreign Object Damage (FOD) search along the runway, as well as the removal of dry grasses/leaves and clearing of the drainage system on both sides of the runway.



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