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PLAZA LOW YAT THE PREFERRED IT SHOPPING MALL

19 October, 2010, Kuala Lumpur - Living in the digital era where technology envelopes everyone and enriching their daily lives, the demand for ICT is constantly on the rise and everyone looks for good quality of gadgets and a place where they can trust to get their desired I.T products.

Plaza Low Yat has been actively participating in different kind of antipiracy campaigns and had stressed to give full support not only to the government but also to brand principals and the tenants in the plaza.

With constant changing and moving towards the goal of becoming a mall that doesn't have piracy hardwares and softwares, Plaza Low Yat has gain the trust from shoppers and giving them the peace of mind in purchasing genuine products at the plaza.

As shown by the analyst firm, GFK Retail and Technology, there are 60% of shoppers at Klang Valley prefer to shop at Plaza Low Yat compared to other shopping malls when they want to purchase ICT gadgets. The average shopper foot fall per day during the weekdays at the plaza is 15,339. Whereas the average shopper foot fall per day during the weekend is 26,457.

From time to time, Plaza Low Yat will organize different events and contests to reward the loyal shoppers. The recently concluded I.T. Lifestyle Makeover Contest was a way to thank and reward the shoppers for choosing Plaza Low Yat as their first choice of purchasing the latest yet best possible prices digital I.T. products.

The contest received great responses during its three months period. The prizes for the contest consist of ICT gadgets worth over RM40,000.00 in total. At Plaza Low Yat, what we want to offer the shoppers is an exquisite experience of complete I.T. lifestyle and not just a place to acquire ICT products or services.

The list of winners for the "IT Lifestyle Makeover Contest":

1. First Grand Prize - I.T Home Make Over worth RM30,000: **Ling Shih Gang**
2. Second Prize - Personal I.T Make Over worth RM8,000: **Shannon Michael Kho Bo Yuan**
3. Third Prize - I.T Mobility Make Over worth RM6,000: **Farida Ab Kadir**

About Plaza Low Yat

The celebrated Plaza Low Yat (PLY) is now officially certified by the Malaysian Book of Records as "*The Largest IT Lifestyle Mall in Malaysia*". Since entering the shopping scene in 1999, Plaza Low Yat quickly gained prominence as the premier IT lifestyle shopping mall, right in the heart of Bukit Bintang. To date, Plaza Low Yat houses in excess of 600 retail outlets operating within the 7 themed retail floors, ranging from Restaurants & Dining, Gadgets, Cameras, Digital Games, Telecommunications & Services, IT Hypermarts, IT Concept Stores & Service Centers.

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