

FOR IMMEDIATE RELEASE

**PLAZA LOW YAT GRANTS SHOPPERS A DREAM OF AN I.T. LIFESTYLE
MAKEOVER**

10 May, 2010, Kuala Lumpur - Plaza Low Yat, the largest I.T. lifestyle mall in Malaysia not only delivers an exceptional shopping experience, where everyone can easily acquire ICT products or services but also a place where they can embrace a complete I.T. lifestyle to fulfil all their tech needs and desires.

We live in the digital era where technology envelopes everyone, enriching our daily lives. Demand for ICT is constantly on the rise and now, everyone shall have the opportunity to make real their electric dreams come true. Be prepared for Plaza Low Yat's I.T. Lifestyle Makeover Contest offering total of RM40,000 worth of your most desired I.T lifestyle products!

To qualify, all you need to do is to spend a minimum RM200 in a single receipt from Plaza Low Yat, BB Park and Federal Arcade, correctly answer some simple questions, sign off with the most creative slogan that you can think off and you are in the running to win:

First Grand Prize: I.T Home Make Over
RM30,000 worth of ICT products for your home.

Prizes include: - 1 x Full HD LCT TV (55")
- 1 x Sony Laptop
- 1 x Lenovo Netbook
- 1 x Desktop PC
- 1 x Video Camera
- 1 x Digital Compact Camera
- 1 x Blu Ray Player
- 1 x Sony Gaming Console
- 1 x MP3
- 1 x Colour Printer
- 1 x GPS Navigator
- 1 x Projector
- 1 x Digital Photo Frame
- 1 x Software Package
- Hair Styling Voucher
- Dining Voucher
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Second Grand Prize: Personal I.T Make Over
RM8,000 worth of ICT products for yourself.

Prizes include: - 1 x Sony Laptop
- 1 x Digital Compact Camera
- 1 x Portable DVD Player
- 1 x Software Package
- 1 x Samsung Omnia Mobile Phone
- 1 x Colour Printer
- 1 x Flash Drive
- 1 x Laptop Back Pack
- 1 x Digital Photo Frame
- Dining Voucher

Third Grand Prize: I.T Mobility Make Over
RM6,000 worth of ICT products and services.

- Prizes Include:
- 1 x Lenovo Netbook
 - 1 x Iphone
 - 1 x Ipod
 - 1 x Digital Photo Frame
 - 1 x Software Package
 - Broadband Contrat

And that's not all. If the purchase includes any Microsoft Genuine Software, you will automatically qualify to take part in the Microsoft Genuine Rewards Contest and stand a good chance to drive home a sleek BMW320i plus a host of other rewards from Microsoft.

That's certainly a win and win again situation that awaits all shoppers!

Shoppers can increase their opportunity to reel in these fabulous prizes by spending more at Plaza Low Yat. For every subsequent spending value of RM200, shoppers will get another corresponding entry forms. Shoppers are allowed to submit unlimited forms but one shopper is only entitled for one prize. The contest is open to all Malaysians.

Certainly, it makes more sense and value to shop at Plaza Low Yat and get a chance to change your life completely in an I.T lifestyle makeover for the deserving winners. And that's the beauty of it!

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.

For media enquiries, please contact:

Marcom Department

Andrew Lai	andrewlai@plazalowyat.com	+603-2148 3651 ext. 401
Serena Tan	serenatan@plazalowyat.com	ext. 402
Cindy Kong	cindy@plazalowyat.com	ext. 403