

## **MEDIA RELEASE**

For immediate release

### **GREAT EASTERN VIPER CHALLENGE 2016 AT STADIUM SHAH ALAM** Asia's first and only obstacle challenge event to be held at night

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**Kuala Lumpur, 26 March 2016** – The Great Eastern Viper Challenge 2016 kicked-off today at Stadium Shah Alam as the first in a series of three Viper Challenge events for 2016. Great Eastern Life is the title sponsor for the Great Eastern Viper Challenge 2016 which consists of three Viper Challenge events at Stadium Shah Alam, Genting Highlands, and Sepang International Circuit.

Great Eastern Viper Challenge 2016 at Stadium Shah Alam is an indoor obstacle-based challenge that consists of a 7km path with over 15 unique and exciting obstacles. It is an endurance race designed for both individuals or groups to run, jump, slide, climb, and crawl their way to the finish line. This is Asia's first and only obstacle challenge event to be held at night which attracted close to 10,000 participants.

The obstacle race was officially flagged off at 9.00pm by Great Eastern Life's Director and Chief Executive Officer, Dato Koh Yaw Hui. Participants were all excited and geared up for the event as they race across the obstacles with a strong will to complete the race.

Dato Koh Yaw Hui was thrilled to see so many enthusiastic participants at the first Great Eastern Viper Challenge 2016 event. He said, "Great Eastern Life is committed to inspire Malaysians to turn their health intentions into actions by adopting not only physical but also mental wellness so that they can live healthier and better. We would also like to reach out to the Gen-Ys in an engaging and exciting manner. It is an excellent opportunity for them to team up with their peers to foster teamwork and togetherness in a safe environment, whilst having some great healthy fun."

To promote a healthy diet as part of the preparation for the event, Great Eastern Life provided free cereal bars and bananas to participants for an energy boost throughout the obstacle course. There were six food trucks offering drinks and snacks at the vicinity of the stadium.

For those who have missed the first event today, registration will be opened for the second and third event in August and November this year. There will be ample time to train your physical and mental strength for the increasingly challenging race in Genting Highlands (10km course) and Sepang International Circuit (21km course).

LIVE GREAT card members will get 10 percent off on registration fees. If you are not a LIVE GREAT member, you can register for free at the official website, **[greateasternlife.com](http://greateasternlife.com)**. For those who would like to register for the Viper Challenge in Genting Highlands and Sepang International Circuit, please log on to **[www.viperchallenge.com](http://www.viperchallenge.com)**.

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## **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

Great Eastern Life began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. The Malaysian operations were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad under the Scheme of Transfer of Business. The Company was certified by The Malaysia Book of Records in 1998 as “The Oldest and Largest Life Insurer” in Malaysia.

With more than a century of experience and solid financial foundation, Great Eastern Life has RM70.1 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2015. To date, Great Eastern Life has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$65.8 billion in assets and over 4 million policyholders, it has three successful distribution channels - a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia, Vietnam and Brunei and has a joint venture in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by

Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 630 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

For more information, please visit [greateasternlife.com](http://greateasternlife.com)