



MEDIA RELEASE

(For immediate release)

LIVE GREAT, RUN GREAT!

KUALA LUMPUR, 6 November 2012 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) recently organised its inaugural ‘Live Great Run 2012’ that was flagged off at Menara MATRADE here in Kuala Lumpur. The largest event under Great Eastern’s Live Great Programme, the Live Great Run 2012 attracted close to 5,000 runners.

One of the highlights of the run was the first-of-its-kind 3km fun run with more than 300 pairs of runners. Each pair saw two runners sharing an oversized double T-shirt and running in a pair. This concerted effort in pairs not only aims to bring partners and family members closer together, but embodies the essence that life’s journey is sweeter when one goes through it with their loved ones.

A unique feature was included into the 12km Run, that was tailored to suit passionate runners who wanted more than just a normal street run. Runners in this category were seen jumping over two rows of water barriers and going through a mini labyrinth formed by metal barricades before they reached the finishing line.

Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern said, “This is the largest Live Great event we have organised this year under the Live Great Programme. Besides helping our customers live healthier and better, the Live Great Run 2012 aims to reinforce the message that, though we may face challenges in life, but with determination and focus, we can overcome them and rise to become stronger and more confident.”

“The 3km Run is a great way for runners to build meaningful relationships with their loved ones while getting some exercise in too. We want to incorporate the message that life’s journeys are sweeter when we go through it with our loved ones. Runners must work together in order to run at the same pace, which is no easy feat. This is when great teamwork and bonds are built because you won’t be able to run unless you trust your partner,” he added.



After the flag off at 7 a.m. from Menara MATRADE Kuala Lumpur, the race route took runners past parts of Jalan Duta and Jalan Kuching, Publika Solaris Dutamas, the spanking new Istana Negara and Hartamas Shopping Centre.

All runners were treated to some light refreshments after the run. Lending excitement to the event were the presence of MixFM's Ryan and Dilly, exciting performances by Voice of Percussion, Live Great Run goodie bags worth RM1,000 each and lucky draw prizes.

Dato Koh, together with Datuk Kamaruddin bin Taib, Director of Great Eastern presented the prizes to the top three winners of the six categories; Men's Open, Men's Junior Veteran, Men's Senior Veteran, Women's Open, Women's Junior Veteran and Women's Senior Veteran.
(results are attached in the e-mail)

Brooks is the official apparel partner for the run, while Dasani is the official hydration partner. Other partners include Milo, Power Bar, Perskindol, Yogood, Colgate Total, Scott's, Shokubutsu, Blackmores, GNC, 2XU, Purple Cane, Oto Bodycare, Celebrity Fitness, Boost Juice, Gribbles Pathology, StriVectin, Original Bootcamp and Athlete's Circle.

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ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD

Great Eastern 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 has RM53.7 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2011. To date, Great Eastern 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).

For more information, please visit www.greateasternlife.com

ABOUT GREAT EASTERN HOLDINGS LIMITED

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$57 billion in assets and around 4.0 million policyholders, it has two successful distribution channels – the tied agency force and bancassurance. The Company also operates in China, Indonesia, Vietnam, and Brunei. Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's, one of the highest among Asian life insurance companies. It was voted Life Insurer of the Year at the Asia Insurance Industry Awards 2011 by Asia Insurance Review. 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 second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including about 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

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