

13 January 2012

## **MEDIA RELEASE**

For Immediate Release

### **DREAM GETAWAYS FOR GREAT EASTERN 'BUDDY UP!' WINNERS**

---

Kuching, 12 January – Grand prize winner of Great Eastern Life Assurance (Malaysia) Berhad's (Great Eastern's) 'Buddy Up' contest Mr. Choo Suan Hee, 38, from Kuching, will be flying to Gold Coast, Australia with his three 'buddies' for a roaring adventure. He won a 5-day 3-night 'Roaring Grand Adventure Holiday' in the contest which was organised by Great Eastern in conjunction with its 103<sup>rd</sup> anniversary celebrations.

Great Eastern extended its brand promise of making life great through financial security, good health and meaningful relationships through this 'Buddy Up' online campaign which ran for 12 weeks, from 12 September to 4 December last year.

Great Eastern's Assistant Vice President of Customer Marketing, Marketing and Customer Management, Mr. Alex Chai Su Hean, and Regional Manager (Operations), Ms. Ting Lee, handed out the prizes to the winners at a prize-giving ceremony held in its Kuching Branch Office. Said Mr. Chai, "As we would like to build on our Great Eastern's brand promise of making life great for our customers and their friends, promoting meaningful relationships; we felt that this is a fun campaign to not only fulfil the wishes of winners who finally get to go on their dream getaways, but at the same time it brings people and friends closer together".

Meanwhile, 2<sup>nd</sup> prize winner Ms. Kueh Sze Ching, 40, also from Kuching, won a 3-day 2-night 'Retail Therapy Extravaganza Holiday for four persons' to Hong Kong; and 3<sup>rd</sup> prize winner Ms. Norsisiantee binti Abdul Rashid, 26, from Cheras, Kuala Lumpur won a 3-day 2-night 'Relaxing Beach Holiday for four persons' to Phuket, Thailand. Ten consolation prize winners were awarded with City Trips – 2-day 1-night package complete with accommodation, karaoke and buffet dinner for four persons to be redeemed for trips to Kuala Lumpur or Kota Kinabalu. Ten merit prizes were also awarded to winners who walked away with five Gold-Class movie vouchers each; as well as further twelve weekly prizes of cash giveaways to each week's top participant.

Mr. Choo was surprised but most excited on his Gold Coast adventure win, which was simply triggered by acting on a Facebook invite from his friend on the contest. Choo sent out invites to his fellow 'buddies' everyday, claiming to have sent invites to more than 500 people to rally their support and response to his invites.

Ms. Kueh who also learnt of the contest through the Facebook social network, was delighted to have received the call from Great Eastern on her win as she, too, had tenaciously sent out the invites on a daily basis. Kueh will be enjoying her retail therapy in Hong Kong with her parents.

Throughout 2011, Great Eastern focused on promoting meaningful relationships – apart from this Buddy Up campaign, Great Eastern also organised a series of Smart For Life Tea Talks nationwide that was anchored by a US-licensed marriage and family therapist, as well as a talk that required the flying-in of a famous speaker from Hong Kong who is renowned for his light-hearted and witty talks on marriage and relationships.

In Quarter 4, to wrap up the year by expanding on our relationship theme as well as enhancing the Company's social engagement, the Buddy Up! campaign not only tie-in with the celebration of 103 years generations of Malaysians making the Company great; but was built around the idea that good things are greater when shared with friends – this include sharing wonderful and fun moments together, especially on holidays.

All participants stood a chance to win a special 'moment' of their choice and spend it together with three (3) of their loved ones – a theme park adventure holiday, a retail therapy holiday, or a relaxing beach holiday. The contest attracted about 8,000 participants. They were invited to 'Buddy Up' with as many friends as possible to be rewarded with a holiday of their choice – each friend invited who then participated in the campaign has earned the participant who sent the invite, a virtual 'balloon'. Participants with the highest counts of virtual balloons accumulated thus became winners of the contest and rewarded with prizes.

<End>

About Great Eastern :

*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 assets in excess of RM50 billion, over 2.8 million policies in force and a network of 17,000 agents nationwide as at 31 July 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](http://www.greateasternlife.com)*

For media queries, please contact: -

Ms. Leong Pei Yee

Manager, Corporate Communications

Tel : 03 - 4259 8769

Fax : 03 - 4259 8798

H/P : 019 - 226 3531

E-Mail : [LeongPeiYee@greateasternlife.com](mailto:LeongPeiYee@greateasternlife.com)

or

Ms. Janette Pang Wei Fong

Assistant Manager, Corporate Communications

Tel : 03 - 4259 8755

Fax : 03 - 4259 8798

H/P : 013 - 289 8663

E-Mail : [JanettePang@greateasternlife.com](mailto:JanettePang@greateasternlife.com)