

MEDIA RELEASE

(For immediate release)

Great Eastern Enters the Malaysia Book of Records

Yoga for Life event creates a new record for the Largest Participation in a Yoga Session

PETALING JAYA, 16 JULY 2012 – Visitors to The Strand in Kota Damansara were greeted by an interesting scene yesterday – rows and rows of people coming together for Great Eastern’s Yoga For Life event that has entered the Malaysia Book of Records as the nation’s Largest Participation in a Yoga Session.

The event was witnessed by officials from the Malaysia Book of Records and officiated by Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life Assurance (M) Bhd.

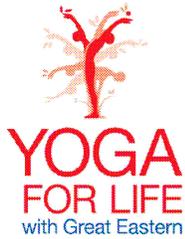
Dato Koh said, “Today marks a historic milestone for us as Great Eastern enters the Malaysia Book of Records. We are glad to announce that the event has registered a whopping 2,220 participants. The positive response has just been overwhelming from people who share the same passion as we have for better and healthier living.”

Yoga for Life is one of the major events under Great Eastern’s Live Great Programme, which offers unique opportunities for customers to turn their wellness intentions into actions, through health and wellness activities and exclusive privileges from over 700 participating partner establishments across Southeast Asia.

“Turning intentions into actions was the inspiration behind the Yoga for Life event. We wanted to host a public activity that is unconventional, yet interesting and fun enough to entice people to use it as their first step towards healthier and better living,” added Dato Koh.

Yoga was chosen due to its popularity amongst women and the rising interest amongst men as a preferred activity to stay physically healthy. Indeed, the Yoga for Life event attracted a healthy mix of men and women, young and old, singles and families, beginners and avid yoga followers.”

As amused onlookers took snapshots of the 45-minute yoga session, participants performed basic yoga poses guided by fitness experts from True Fitness. For some, it was interesting to see male participants in what is commonly perceived as a female-dominated hobby. Others were simply fascinated with this never-before-seen mass gathering in a public place.

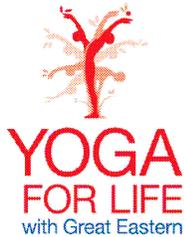


Entertained by Mix FM's JD and Dilly & My FM's Wan Wai Fun, supporters and spectators were not left out of the fun as a family-friendly carnival offered activities such as face painting, photo booths, popcorn giveaways, and sponsored activities from True Fitness, Bizzy Body, and Blackmores.

The total proceeds of RM44,400.00 collected from the registration fees was donated to the Breast Cancer Welfare Association (BCWA) to support BCWA in creating awareness and promoting the importance of early detection of breast cancer in Malaysia.

“Switching to a healthier lifestyle does not happen in just a day. By taking small steps and making smarter choices, we can have good long-term results, spend more time with our loved ones and be happy too. This is what we hope to ultimately achieve under our Live Great programme,” said Dato Koh, concluding his opening remarks at the event’s morning start.

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About Great Eastern Life Assurance (Malaysia) Bhd

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.greasternlife.com.

About Great Eastern Holdings Ltd

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$56 billion in assets and 3.8 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 recently 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 a long-term credit rating of Aa1 from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank. 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 more than 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

Issued by Essence Communications for Great Eastern Life Assurance (Malaysia) Bhd

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