



MEDIA RELEASE

(For immediate release)

RUN GREAT, LIVE GREAT!

Great Eastern offers unique running experience with 12km and 3km runs as part of its Live Great programme initiatives

KUALA LUMPUR, 16 August 2012 – Whether you are a passionate runner or someone who runs for fun, Great Eastern’s Live Great Run 2012 offers you the opportunity to challenge yourself and to bond with your family and friends in a fun and healthy manner.

A first-of-its-kind, the Live Great Run 2012 which will take place on 4 November, differs from other running events held in Malaysia. The run offers two distinctive race distances. The 12km Run with challenges is tailored to suit passionate runners who want more than just a normal street run. Runners in this distance will have to go through two challenges; jumping over several rows of water barricades and going through a maze.

For a more relaxed fun run, the 3km Run offers a distance, which is achievable by everyone. The most exciting part of this run is that runners run together in pairs wearing an oversized double t-shirt. For safety reason, the height difference between any pair should not exceed one foot.

Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life Assurance (Malaysia) Berhad said, “The Live Great Run 2012 is a continuation of Great Eastern’s Live Great journey. Under the Live Great Programme, we are committed to help our customers live healthier and better by delivering unique customers experiences. This is the reason why we organised this run.”

“We decide to encompass challenges in the 12km Run to reinforce the message that, although we may sometimes face adversities in life, with determination and focus, we can overcome them and become stronger and more confident.”



“On the other hand, the 3km Run is a great way for runners to spend meaningful time with their loved ones while getting some exercise too. We want to incorporate the message that life’s journey is always sweeter when we go through it with our loved ones, hence, the oversized double t-shirt. Runners must work together to run at the same pace, which is no easy feat. This is when great teamwork and bonds are built because you must trust your partner to move forward together.”

“We believe this run will give each participant a memorable experience,” he added.

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

The Live Great Run 2012 is limited to the first 5,000 participants for both the 12km and 3km runs. Registration has already begun on 1 August and will close on 30 September 2012. Registration fee is RM45 per person (for the 12km Run) or per pair (for the 3km Run). However, runners who register by 31 August will enjoy an early bird rate of RM40 per person or per pair. Great Eastern Live Great members will enjoy the discounted rate of RM40 throughout the registration period. To be eligible for the run, runners must be 18 years old and above as at 31 December 2012.

This run is made possible with the participation of Great Eastern’s valued partners such as Hivelocity Events Sdn Bhd, apparel sponsor, Brooks, Milo, Power Bar, Perskindol, Yogood and Colgate Total.

Runners who are keen to register for the run can log on to Great Eastern’s corporate website at www.greateasternlife.com. For further inquiries on the run, participants can drop an e-mail to livegreatrun@myraceonline.com or contact 603 –7960 2325 (Mon to Fri, 10a.m. to 5p.m.)

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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.greatasteasternlife.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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