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## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN HELPS POLICYHOLDERS TO LIVE BETTER AND HEALTHIER**

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Kota Kinabalu – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) in continuing the effort to help customers live better and healthier, is touring the country with Health Workshops to promote healthy living.

In the land below the wind, the workshop was held at Wisma Great Eastern recently. Participants were all ears during a very informative session on “You Are What You Eat” by the speaker, Dietitian Ms. Nazlinda Mohd Razi. The session described how healthy eating habits were the key to overall wellbeing and looked at current health issues such as obesity. Participants were also given examples of healthy eating practices and the type of foods, aptly named superfoods, that is good for the brain.

Senior Consultant Surgeon Datuk Dr. Ranjit Mathew Oommen was at the event to speak on prognosis, early diagnosis and screening – including signs and symptoms; as well as treatment and its associated costs, for colon cancer.

The next health workshop coming up will be held in the town of Kuching on Saturday, 29<sup>th</sup> September 2012 from 9.00 am to 10.30 am at the Auditorium on Level 4 of the Normah Medical Specialist Centre. Members of the public are welcome to attend and get insights from Consultant Cardiologist Dr. Chang Boon Cheng who will be speaking on the signs, symptoms, as well as prevention and treatment of heart disease. Admission is free for all.

Free light refreshments, goodie bags and health checks on blood pressure, BMI and blood glucose; as well as lucky draw prizes are provided at the health workshops.

Said Chief Marketing Officer of Great Eastern, Nicholas Kua, “The workshops are part of Great Eastern’s ‘Live Great’ initiative aimed at helping our customers turn their intentions into actions as they embark on their life journey to live better and healthier. We hope to raise better awareness on healthy living and health-related issues to promote healthier habits. After all, healthy living makes the good times great for all.”

To book a seat or for enquiries on the workshop soon to take place in Kuching, members of the public may contact 082 – 231 871 or visit the Great Eastern Kuching branch.

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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](http://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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