

## **MEDIA RELEASE**

For Immediate Release

### **LET'S LIVE GREAT WITH GREAT EASTERN!**

---

Kuala Lumpur, 12 April 2013 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) join forces with Star Publications (Malaysia) Bhd as the exclusive event partner of the Star Health Fair for the second year. Themed, “Let’s Live Great” this year, the health fair aims to inspire Malaysians to lead a healthy lifestyle by being physically and mentally fit, not just for themselves but also for their loved ones.

Speaking at the launch, Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life says, “We are pleased to be back again this year as the event partner after witnessing last year’s overwhelming response from the public. The Star Health Fair has been identified as a great platform to create awareness and educate the importance of healthy living amongst Malaysians. To do this, we have teamed up with The Star to organise interactive activities and contests such as “Live Great Day” and “Live Great Challenge” at the health fair.”

Visitors to the health fair can participate in Great Eastern Life’s “Live Great Day” tour to experience a sequence of five simulated activities of a possible daily routine. At the “Good Morning Sunshine” station, visitors can learn simple but interesting health tips to help them kick start a great morning. The “Chow Time” station simulates a café environment to help promote healthy eating and calorie management. The third station, “Break For Fun” features outdoor fun with family or friends. Visitors will experience a park or beach scene to chill out with their loved ones to promote good relationships and bonding. The “Fit For Life” station is all about physical fitness and simulates sporting activities via game consoles such as Xbox Kinect and Nintendo Wii. Visitors can also download Great Eastern Life’s 21 Days Mobile App here that will guide them to create good habits within 21 days, like getting into a regular fitness regime. The final station, “Live Great Moments” is where visitors can reflect on their “Live Great Day” experience and also share simple health tips, which will be hung on the “Live Great” trees.

There will be a guide map to help visitors walk through different activities that showcase useful tips to elevate a regular day to a healthier one. One will have to register and get a passbook at the registration counter to earn freebies and be eligible to redeem a gift at the end of their “Live Great Day” experience.

For those who are up for some healthy fun, they can register for the “Live Great Challenge” with a partner. The challenge comprises four categories – physical, mental, healthy eating and financial fitness. These challenges will test the participants’ physical prowess, memory, nutrition knowledge and money handling and investment skills. Participants must work in pairs to complete all four challenges within a stipulated time. The fastest three pairs each day will be rewarded with attractive cash prizes and goodies.

“The “Live Great Challenge” and “Live Great Day” are designed to promote a healthy lifestyle and give the opportunity for visitors to bond with their loved ones while having a good time. These are the many touch points created for visitors at our booths. We hope that through these activities, visitors will gain a better understanding that the many little decisions they make daily will determine the quality of their health in the long run. They will get to see how Great Eastern Life’s “Live Great” programme supports them to take ownership of healthy living. We are committed to our value proposition of actively supporting our customers in their quest to live healthier, better and longer and rewarding them for their efforts,” adds Dato Koh.

For more information on Great Eastern Life’s “Live Great” programme, please log on to [livegreat.greateasternlife.com](http://livegreat.greateasternlife.com).

<End>

## **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 RM59.6 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2012. 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 [greateasternlife.com](http://greateasternlife.com)*

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

*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.*

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. Wong Fong Yee

Assistant Manager, Corporate Communications

Tel : 03 - 4259 8754

Fax : 03 - 4259 8798

H/P : 012 - 286 0880

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