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For immediate Release

GREAT EASTERN JOHOR BAHRU 10K, DATARAN BANDARAYA, 13 December 2014

Great Eastern Johor Bahru 10K Run Attracts Locals and Foreign Runners

Johor Bahru, 13 December 2014: Close to 2000 runners from more than 15 countries such as Singapore, Indonesia, Australia, South Korea, and UK cruised through the city landscape of Danga Bay at the Great Eastern Johor Bahru 10K Run. The run aims to encourage a healthy lifestyle among the folks of Johor Bahru and Iskandar Malaysia through their participation in world-class running events.

The 10-kilometre road race was flagged off at 7.00 am Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) and Tuan Haji Farizal bin Ismail, representative of the Mayor of Johor Bahru.

Dato Koh, who is also an avid runner, said that it is Great Eastern Life's ongoing resolve as a LIFE company to encourage people to live healthier, better and longer by supporting them through holistic health and wellness initiatives.

"In line with brand aspiration as a LIFE Company, we designed the Live Great Programme with a genuine mind-set to actively help our customers turn their health intentions into actions through health and wellness related platforms such as wellness tools, health tips, mobile apps, workshops and events as well as a reward programme offering exclusive privileges. Our involvement in the Great Eastern Johor Bahru 10K Run 2014 is one of many initiatives under the Live Great Programme," he shared.

As a leading event agency in managing major sporting events in Malaysia and Singapore, Hivelocity Events Director, CG Lim said, "This is the third year the Johor Bahru 10K is being held and the second year Great Eastern Life has supported the event as the Title Sponsor. Johor Bahru 10K continues to receive tremendous support from the local community with 80% of its runners from the state of Johor."

The event saw the defending champion, Neo Shun Jie improving his time by more than one minute to finish in the Malaysian Men's Open category with a time of 35 minutes and 14 seconds. In the Malaysian Women's Open, Sheela Samivellu scorched the race track almost 15 minutes faster than the runner-ups with a time of 38 minutes and 58 seconds to capture the title.

Winners

| Category | Winners | Nationality | Time |
|--|--------------------------|-------------|----------|
| Malaysian Men's Open (18 and above) | 1. Neo Shun Jie | Malaysia | 00:35:14 |
| | 2. Mohd Syahidan Alias | Malaysia | 00:36:48 |
| | 3. Muhammad Najmi Hassan | Malaysia | 00:39:41 |

| | | | |
|--|--|-------------|----------|
| Malaysian Men's Veteran (40 and above) | 1. Tan Song Hua 2. Subramaniam Kumarasamy 3. Cheah Chang Fatt | Malaysia | 00:38:01 |
| | | Malaysia | 00:42:03 |
| | | Malaysia | 00:42:32 |
| Malaysian Women's Open (18 and above) | 1. Sheela Samivellu 2. Law Puay Fong 3. Nazihah Abdul Ghani | Malaysia | 00:38:58 |
| | | Malaysia | 00:53:30 |
| | | Malaysia | 00:55:09 |
| Malaysian Women Veteran's (35 and above) | 1. Lim Ai Lin 2. Lim Soo Gek 3. Jaynithi Samivellu | Malaysia | 00:46:06 |
| | | Malaysia | 00:48:00 |
| | | Malaysia | 00:50:14 |
| Men's International | 1. Mario Jr Cabriles Tan 2. Jay Arthur Quilaman 3. Lewis Tan | Philippines | 00:50:44 |
| | | Philippines | 00:50:54 |
| | | Singapore | 00:51:04 |
| Women's International | 1. Tan Yiting Vanessa 2. Lumidas Liezel Merasol 3. Law Wai Thing | Singapore | 00:44:12 |
| | | Philippines | 00:44:36 |
| | | Singapore | 00:50:46 |

"We had just concluded our third consecutive Live Great Run in Kuala Lumpur last month with more than 6,200 local and international runners. The Great Eastern Johor Bahru 10K Run also received an encouraging turnout compared to the previous year. It is definitely reassuring to be able to inspire more and more people to take small steps in leading a healthier lifestyle not only for themselves but also for their loved ones," Dato Koh added.

Great Eastern Life is the Title Sponsor of the Great Eastern Johor Bahru 10K. The event is organised by Hivelocity Events Sdn Bhd and co-organised by Majlis Bandaraya Johor Bahru (MBJB) with the support of Polis DiRaja Malaysia and Iskandar Regional Development Authority (IRDA).

The Great Eastern Johor Bahru 10K is also supported by 100 Plus, Brooks, Athlete's Circle, POLAR Heart Rate Monitor, Munchy's, RockTape, 2XU, E-Gencies and First Ambulance.

For more information, kindly visit www.jb10k.com

ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD

Great Eastern Life 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 Life has RM63.5 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2013. To date, Great Eastern Life 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).

ABOUT GREAT EASTERN HOLDINGS LIMITED

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.8 billion in assets and around 4.7 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia, Vietnam and Brunei and has a joint venture in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. 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 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For more information, please visit greateasternlife.com

For media queries, please contact: -

Ms. Juliet Wong
AVP, Brand and Communications
Tel : +603 4259 8879
Fax : +603 4259 8880
H/P : +6012 383 0723
E-Mail : JulietWong@greateasternlife.com

Martin Teo
Senior Executive, Brand and Communications
Tel : +603 4259 8181 ext 7892
Fax : +603 4259 8880
H/P : +6016 258 5997
E-Mail : MartinTeoWayHock@greateasternlife.com