



News Release

OVER 2,500 PARTICIPANTS TOOK TO THE STREETS OF GEORGETOWN FOR THE GREAT EASTERN COLOUR MY HEART RUN PENANG 2015

Kuala Lumpur, Malaysia, 19 April 2015 – The Great Eastern Colour My Heart Run 2015, held in Penang today for the first time was a resounding success. Over 2,500 participants comprising families from grandchildren to grandparents attended the 5km fun run at the Padang Kota Lama, George Town.

The event was flagged off in a blaze of colours at 8.00am with the Governor of Penang state, TYT Tun Dato' Seri Utama (Dr) Haji Abdul Rahman bin Haji Abbas leading the way. Chief Minister of Penang; Yang Amat Berhormat, Tuan Lim Guan Eng, Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui and Datuk Dr. Sambhi, Chairman of the Heart Foundation of Malaysia were in attendance.

The event is a joint collaboration by Great Eastern Life Assurance (Malaysia) Berhad and The Heart Foundation of Malaysia (Yayasan Jantung Malaysia). Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui said, "I am pleased to see a huge turnout for the event especially on a Sunday morning and this shows how much the public believes in embracing a healthy lifestyle." Dato Koh added, "This is the first Great Eastern Colour My Heart Run. Our intention is to demonstrate that running can be enjoyable and fun, as well as an activity that fosters quality time with family and friends." He also said, "It is our brand promise as a LIFE Company to inspire Malaysians to turn their health intentions into actions so that they can live healthier, better and longer not only for themselves but also for their loved ones. Great Eastern Life wants to highlight the importance of keeping a balanced lifestyle through health and wellness initiatives."

Penang was the first state to welcome this unique event whilst the event in Kuala Lumpur will take place in Merdeka Square on the 24 May 2015 and will comprise both a 12km race and 5km event.

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“It was an experience like none other for me as I am a ardent runner and it was great to have my family run along with me. My kids truly enjoyed the colour component in the run and we all took part in the activities that were put on today. Hope to see this run in Penang next year,” said Kenny Chu, 33.

The course focused on an experiential fast walk environment where participants travelled at their own pace and passed through specifically designed “colour fun” stations. These stations featured colour tents where participants were showered with coloured powders and enjoyed a different genre of music at each station.

Participants and visitors also enjoyed a host of other activities at the finish line where a special carnival was set up. Entertainment included Purpleishess and GCL, the country’s leading breakdance performers and the carnival was headlined by Penang’s very own musical starlet, Chelsia Ng. Activities also included free medical check-ups, Gladiator Dome, rock climbing and other carnival games. Sponsors also treated visitors to special offerings at the exhibition areas.

“The event was fantastic and I would like to take this opportunity to thank all the sponsors, and in particular Great Eastern Life,” said Datuk Sambhi, Chairman of the Heart Foundation of Malaysia. “But in all the fun we had today, we hope that the event really carried across our key message of the importance of a healthy lifestyle”. Exercise can be fun, so Malaysian’s please get active” he finished.

The Kuala Lumpur event will be combined with the existing 12km Great Eastern Live Great Run that has been organised over the past four years by Great Eastern Life Assurance.

For information on ticketing information for the event in Kuala Lumpur, please visit www.greasterncolourmyheartrun.com and follow us on the Colour My Heart Facebook page for the latest updates and special promotions.

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ABOUT THE HEART FOUNDATION OF MALAYSIA

The Heart Foundation Of Malaysia was established in 1982 by a small group of dedicated and concerned lay people who were determined to make an impact on the control of heart and vascular disease.

Through the 1960's and 70's communicable diseases such as tuberculosis, malaria, typhoid and cholera were the biggest killers in the country. However, with huge improvements in the standard of living and medical facilities these diseases have been brought under control. Now heart disease and stroke related deaths have become the number 1 killer in the country, causing almost twice as many deaths as cancer and accounting for over 30% of all medically reported deaths by 2000.

The Heart Foundation Of Malaysia is a non-profit NGO dedicated to the education of the public on heart and circulatory disease which focuses on five core pillars **1) Research** - To advance understanding of the causes of heart disease and provide the basis for new techniques in treatment. **2) Public Education** - To develop and implement health educational programmes designed to encourage a healthy lifestyle and to assist in preventing heart disease and stroke deaths. **3) Professional Education** - To increase the knowledge and improve the skills of health professionals. **4) Rehabilitation** -To encourage programmes which promote the rehabilitation of those suffering from diseases of the heart and circulation. **5) Public Service** - To Provide accommodation for families of heart patients who are undergoing medical treatment at hospitals within the city.

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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 RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. 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

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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

ABOUT ARCIS COMMUNICATIONS

Arcis Communications is one of Malaysia's leading solutions and communications agencies and growing fast in South East Asia. Critically acclaimed for work done in Malaysia and Singapore, it consults with businesses across the region. The company is organised around areas of consulting that include: Public Relations; Digital and Relationship Marketing; Issues and Communications Management; Advertising; Public Affairs; Branding and Identity Management; Health Care Communications; Direct and Promotion Marketing; Branded Content and Entertainment; and Specialist Communications. Arcis Communications services Fortune Global 500 Companies, leading multinational corporations, fast growing Small and Medium Sized Businesses and start-ups across South East Asia.

For more information, visit www.arciscommunications.com or get the latest updates on the firm at www.facebook.com/arciscommunications.

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