



NEWS RELEASE

(FOR IMMEDIATE RELEASE)

KL MAYOR AND OCBC CYCLE MALAYSIA ANNOUNCE NEW ROUTE, JOIN HANDS TO RAISE FUNDS FOR CHARITY

- *New 12.1km route to showcase Kuala Lumpur's iconic landmarks, drive growth of eco-friendly sporting events*
- *The Corporate Charity Challenge to allow corporate teams to ride for a good cause*

KUALA LUMPUR, 31 OCTOBER 2012 – The Mayor of Kuala Lumpur, Y Bhg. Datuk Haji Ahmad Phesal bin Haji Talib, today unveiled the new route for *OCBC Cycle Malaysia 2013*, spanning 12.1 kilometres across some of the capital's most iconic landmarks.

OCBC Cycle Malaysia 2013 is scheduled to take place from 11-13 January 2013 at Kuala Lumpur City Centre (KLCC).

Speaking at today's press conference, Datuk Ahmad Phesal gave his full endorsement towards Malaysia's largest mass participation cycling event on closed public roads, citing that the one-of-a-kind cycling extravaganza would showcase Kuala Lumpur's cultural heritage and highlight the focus on eco-friendly sporting events in the heart of the city.

"OCBC Cycle Malaysia 2013 is targeting 5,000 cyclists, which I believe is achievable as I understand well over 3,000 participants have already signed up," he said. *"And the organiser is expecting at least 2,000 riders and supporters from Singapore, Indonesia and Thailand to participate in this event. With the increasing interest and participations from foreigners, I am sure this event will turn into an international signature cycling event, in the future"*, added Datuk Ahmad Phesal.

The new routes for *OCBC Cycle Malaysia 2013*, for both the mass participation and kids' rides, converge in the heart of Kuala Lumpur with starting points fixed at KLCC.

The Foldies Community Ride (24km), The Community Ride (24km), and The Challenge (48km) will take place on a route spanning 12.1km in length, beginning at KLCC across Jalan Pinang and Jalan Raja Chulan, giving riders a view of the towering KL Tower and Muzium Telekom. It then cuts across Masjid Jamek and Menara OCBC, making a loop at JalanParlimen after DataranMerdeka onto Jalan Sultan Salahudin.

The second leg of the route gives riders some greenery as they cycle through JalanTun Ismail before looping around Jalan Kuching to a view of the Putra World Trade Centre. Riders will then take the home stretch along Jalan Dang Wangi to the lap point at JalanAmpang.

Longer routes would then require cyclists to take the lap point back to KLCC where they would repeat the route again according to the respective distance for each category. The Challenge (48km), for example, would require cyclists to complete four laps of the route.

The Kids' Rides (5.5km), The Junior Challenge (30 minutes) and The Tricycle Ride (100m) will take place within the KLCC vicinity, looping around PersiaranPetronas.

Datuk Ahmad Phesal lauded the ambition and stated that sustainable tourism efforts, with a focus on eco-friendly sporting events such as *OCBC Cycle Malaysia 2013*, will be a key driver for the sector next year.

“Sports tourism is the fastest growing segment in the sector and apart from the national events we hold each year such as the Sepang F1 Grand Prix, Moto GP, Le Tour de Langkawi, and Monsoon Cup, there is also a growing prominence for eco-friendly sporting events within urban vicinities. With 5,000 cyclists riding through the heart of the city, OCBC Cycle Malaysia 2013 is one such event and I am proud for Kuala Lumpur to host this unique event,” added Datuk Ahmad Phesal.

As the event will command some road closure, the organiser with Kuala Lumpur City Hall and the Royal Malaysian Police(PDRM) will be working closely to ensure the smooth traffic movements and public safety control on the event day. This will include efficient planning to communicate the traffic movements to the public.

OCBC Al-Amin Bank Berhad Director and CEO, Syed Abdull Aziz Syed Kechik, was also present today to announce The Corporate Charity Challenge, an extension to The Challenge (48km) category that allows corporate teams of four to raise funds for the three official charity organisations. The top-three combined-time finishers will be treated to a special prize-giving ceremony post-event at the OCBC Corporate Hospitality Area.

Teams of four can register for The Corporate Charity Challenge at RM5,000 per team, of which RM4,500 is donated back to the organisations. *OCBC Cycle Malaysia 2013* is targeting to raise funds of up to RM100,000.

Syed called on Malaysians to rally together in the spirit of togetherness for those less privileged. *“As Malaysians, we are proud of our reputation as a generous and caring society. This is another small way in which we can show kindness and provide others less fortunate than us the same opportunities for a better life,”* he said.

OCBC Cycle Malaysia 2013 will comprise of six categories ranging in distance from 100 metres to 48 kilometres, providing a platform for ‘anyone to ride’, in keeping with the event’s tagline. *The Tricycle Ride*, which spans a distance of 100m, gives children between the ages of two and five a chance to participate, while *The Kids’ Ride* (5.5km) is open to children from five to nine years old. *The Junior Challenge*, a 30-minute ride for those aged ten to twelve years, has also been added to the 2013 schedule. Beginners, families and intermediate cyclists can sign up for *The Community Ride* (24km). For avid enthusiasts of the popular folding bicycle, the *Foldies Community Ride* (24km) has also been introduced to this year’s event. *The Challenge* (48km) is open to more experienced riders over the age of 14.

Registration fees for *OCBC Cycle Malaysia 2013* start from RM22. For registration and event information, visit www.ocbc.cyclemalaysia.com.my

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About Spectrum Worldwide

Spectrum Worldwide is a leading event management and experiential marketing company operating throughout the Asia Pacific region. For more than 20 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life our clients' brands, but also provide opportunities for companies to showcase their core values in a memorable and compelling way. Through long-standing partnerships with multi-national companies throughout the region, Spectrum Worldwide has consistently delivered groundbreaking, iconic events including the annual OCBC Cycle Singapore, the Standard Chartered Marathon Singapore and most recently the Red Bull Speed Street Singapore and KL. Spectrum's approach centres on understanding clients' needs, and designing and delivering the best event solutions based on our years of experience. For more information, go to: www.spectrumworldwide.com.sg

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and 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.

OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

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 that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top three private banks in Singapore.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit www.ocbc.com



A Scenic Ride: (From L-R) Datuk Mohd Khalid Harun, President, Malaysian Association of Tour and Travel Agents (MATTA); Mr. Chris Robb, Managing Director, Spectrum Worldwide; YBhg Datuk Haji Ahmad Phesal bin Haji Talib, Datuk Bandar Kuala Lumpur; Tuan Syed Abdull Aziz Syed Kechik, Director & CEO of OCBC Al-Amin Bank Bhd; and ACP Rasdi B. Ramli, PegawaiTurusPentadbiran, Polis Di-Raja Malaysia sharing a light moment at the KLCC Park.