



PRESS RELEASE

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OCBC Cycle Malaysia Shares the Joy of Cycling with the kids
Surprise bicycle gifts bring cheer to Home of Peace children

KUALA LUMPUR, 8Sept 2011 – OCBC Bank (Malaysia) Berhad today brought smiles to the faces of the children at Home of Peace, when they presented 15 Polygon bicycles in conjunction with the upcoming OCBC Cycle Malaysia, set to become the nation's largest mass participation cycling event.

The inaugural OCBC Cycle Malaysia is organized by Spectrum Worldwide with OCBC Bank as title sponsor.

According to OCBC Bank (Malaysia) Berhad Director & CEO, Mr. Jeffrey Chew, the gesture reiterated the values of *OCBC Cycle Malaysia* to encourage Malaysians to get on their bikes and ride to a healthier lifestyle.

“Every child should be given the opportunity to learn how to ride a bicycle, which is both a fun and healthy activity; it is a fundamental skill that is useful to acquire especially during the formative years. By learning to ride, these children will be able to cycle for exercise and leisure and not miss out on this exciting element of their childhood.

“We look forward to having the children of the Home of Peace join us together with the other more than 2,000 individuals who have already signed up for OCBC Cycle Malaysia,” he said.

An air of celebration permeated the bicycle presentation with celebrity disc jockey DJ Blink – an avid fixed-gear cyclist – teaching the children how to ride their new bicycles. Led by Mr. Jeffrey Chew, employees of OCBC Bank (Malaysia) Berhad and Spectrum Worldwide also took time off to spend time accompanying the children as they took their first rides. To further encourage their development, all 15 children have been offered the chance to ride at *OCBC Cycle Malaysia*.

Ms Justine Morais, director of the home for underprivileged girls, expressed her delight at seeing the joy across the children's faces.



“I had just returned from a meeting to find 15 bicycles! For each of these children to receive such a wonderful gift is truly a blessing. I am sure they will cherish this day for many years to come,” she said.

Poised to become the largest mass participation cycling event in Malaysia, *OCBC Cycle Malaysia 2011* comprises four distance categories ranging from 100m to 52km, making the three-day event accessible to both serious amateurs and beginner riders. The 100m Tricycle Ride is specially designed for children between the ages two and five while the Mighty Savers™ Kids Ride (4km) is open to children from six to 12. Beginners and families who want to participate in *OCBC Cycle Malaysia* can sign up for The Community Ride (21km) while the Polygon Foldies Community Ride (also 21km) is catered especially for the folding bike community. The Challenge (52km) is open to participants over the age of 14. The rides will flag off from DataranMerdeka and take participants through the streets and iconic landmarks of Kuala Lumpur such as PWTC, KL Tower, Bukit Nanas Forest Reserve and KLCC.

Endorsed by the Ministry of Youth and Sports and the Malaysian National Cycling Federation, *OCBC Cycle Malaysia* is also supported by sponsors Doubletree by Hilton, Shimano, F2P, BaikBike.com, Polygon, MixFM, 100Plus, The Expat Group and Cycling Malaysia Magazine and the New Straits Times Press.

Registration for *OCBC Cycle Malaysia 2011* starts from RM27. The closing date is 30 September 2011. Interested parties can go to www.ocbc.cyclemalaysia.com.my to register and gain more information.

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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 five global private banks in Asia.

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