



NEWS RELEASE

IMMEDIATE RELEASE

OCBC Cycle Malaysia Registration Soars

- ***CLOSE TO 3,500 REGISTERED CYCLISTS IN FIRST YEAR***
- ***MINISTER OF SPORTS LEADS CONTINGENT OF 80 RIDERS FROM MINISTRY***
 - ***OCBC BANK TO SEND 400-STRONG TEAM***

KUALA LUMPUR, 10 October, 2011 –Excitement levels are soaring as the inaugural OCBC Cycle Malaysia extravaganza takes place on Friday, Saturday and Sunday 14-16 October, with the Minister of Youth and Sports, Dato’ Seri Ahmad Shabery Cheekto join close to 3,500 participants for an action-packed weekend cycling through the streets of Kuala Lumpur.

“It gives me immense pleasure to announce that we have surpassed our target of 3,000 riders for OCBC Cycle Malaysia 2011,” said Chris Robb, Managing Director, Spectrum Worldwide – the event’s owners and organisers. “To hit close to 3,500 cyclists in the first year is an incredible achievement, underlining the sheer passion of the cycling culture in Malaysia. It will be quite a sight seeing so many riders at Dataran Merdeka next weekend,” he said.

Accompanying the Minister is a contingent of 80 cyclists from the Ministry of Youth and Sports, while other notable participants include the 400-strong team from OCBC Bank (Malaysia) Berhad, Terengganu Pro Asia champion Anuar Manan, national cyclists, cycling clubs, and teams from the major media houses.

OCBC Cycle Malaysia is set to be the largest mass-participation cycling event to be held on closed roads in Malaysia, comprising six different cycling categories for cyclists of all skill levels as well as a Cycling and Lifestyle Village for spectators and onlookers. With Kenny Heights and Avenue K recently joining as sponsors, Malaysians can now look forward to national cyclists blazing the streets during the Kenny Heights Ultimate City Race 2011. The other categories include The Challenge (52km), The Community Ride (21km), Mighty Savers™ Kids Ride (4km), The Tricycle Ride (100m), and the Polygon Foldies Community Ride (21km).



The three-day event programme is as follows:

DATE	TIME	EVENT	NOTE
Friday, 14 October 2011	10:00am- 9:00pm	Cycle Pack Collection and Cycling & Lifestyle Village at Avenue K	Avenue K
Saturday, 15 October DAY 1 OCBC Cycle Malaysia 2011	10:00am - 9:00pm	Cycle Pack Collection and Cycling & Lifestyle Village at Avenue K	Avenue K
	4:30pm	The Tricycle Ride (100m) 2-5 years	Start/End Point – DataranMerdeka
	5:00pm	Mighty Savers™ Kids Ride (4km) (6-7 years)	Start/End Point – DataranMerdeka
	5:30pm	Mighty Savers™ Kids Ride(4km) (8-9 years)	Start/End Point – DataranMerdeka
	6:00pm	Mighty Savers™ Kids Ride (4km) (10-12 years)	Start/End Point – DataranMerdeka
	6:30am	The Challenge (52km)	Start/End Point – DataranMerdeka
	9:00am	The Community Ride (21km)	Start/End Point – DataranMerdeka
	9:00am	Polygon Foldies Community Ride(21km)	Start/End Point – DataranMerdeka
Day 2 OCBC Cycle Malaysia 2011			



	1:00pm	Kenny Heights Ultimate CityRace 2011	Start/End Point – DataranMerdeka
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Participants driving to the event are advised to park at DataranMerdeka Underground Parking (entry from church side), Padang Merbok, DayaBumi Complex, JalanTanglin, Bukit Aman, or JalanKebunBunga (LakeGarden). Those who wish to take public transport should use the Putra LRT (Kelana line) or Star LRT (Ampang Line) and disembark at Masjid Jamek station.

Participants who wish to make inquiries may do so by emailing Spectrum Worldwide at info@ocbc.cyclemalaysia.com.my or contacting the hotline at +603 7724 0707.

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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
