



PRESS RELEASE

OCBC Cycle Malaysia Set for October 2011

One of Southeast Asia's largest mass participation cycling events coming to Malaysia and promises wholesome, healthy fun for everyone

ON YOUR BIKE, MALAYSIA!

KUALA LUMPUR, 12 July 2011 – Spectrum Worldwide and OCBC Bank (Malaysia) Berhad today announced the launch of the inaugural *OCBC Cycle Malaysia*, an extension of one of the largest mass participation cycling events in Southeast Asia. To be held at Dataran Merdeka in the heart of Kuala Lumpur, the event will take place from 14 – 16 October and promises to be a wholesome, healthy and exciting time for individuals, families, and cycling enthusiasts alike.

Following the success of *OCBC Cycle Singapore* in the past three years, OCBC Bank, the title sponsor, together with Spectrum Worldwide, the owner and organiser of the event, have decided to stage *OCBC Cycle Malaysia*, starting in 2011. Endorsed by the Malaysian National Cycling Federation (MNCF), the event is designed to promote an active and healthy lifestyle among people of all ages and fitness levels.

The *OCBC Cycle* series was launched in 2009 against the backdrop of one of the worst financial crises because of OCBC Bank's belief in giving back to the community in good and bad times. The event in Singapore grew from 5,000 cyclists in its first year to more than 10,000 cyclists this year, and featured the likes of top Malaysian cyclist Anuar Manan of Terengganu Pro-Asia. Both OCBC Bank and Spectrum Worldwide gauged a similar trend in the popularity of cycling in Malaysia, buoyed significantly by the success of the national cycling team.

Mr. Chris Robb, Managing Director, Spectrum Worldwide, said, "We are thrilled to launch *OCBC Cycle Malaysia*, an edition of the *OCBC Cycle* series that is today one of the largest mass participation cycling events in Southeast Asia.



“OCBC Cycle Malaysia 2011 will offer Malaysians the opportunity to participate in a cycling event that caters to their individual skill levels. Whether they are keen cyclists or children learning to ride a bike, it will be an enjoyable time for anyone who basks in the sheer pleasure of cycling.”

OCBC Cycle Malaysia 2011 will comprise four distance categories ranging from 100m to 48km, 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 (24km). The Challenge (48km) is open to participants over the age of 14. The rides will flag off from Dataran Merdeka and will take participants through the streets and iconic landmarks of Kuala Lumpur such as the Kuala Lumpur Convention Centre, Petronas Twin Towers, Keretapi Tanah Melayu train station, and the National Mosque.

Mr. Jeffrey Chew, Director & CEO, OCBC Bank (Malaysia) Berhad, believes the sport’s growing emergence bodes well for the country and for the well-being of all Malaysians.

“At OCBC Bank, we believe in investments that bear significant returns for our customers. I am excited about the launch of OCBC Cycle Malaysia, which gives us an ideal platform to promote not only a healthy lifestyle, but also the spirit of teamwork and togetherness, hallmarks of our national culture. This also augurs well for the practice of OCBC’s core values, and is in line with our ongoing commitment to engage more significantly with the community. I hope to see many take part in the event.

“For an event of this scale, there is no doubt that OCBC Cycle Malaysia has great potential to further raise interest in the sport. With the country’s fine track record, the potential for international success is certainly there for the taking.”

Datuk Haji Naim B. Datuk Haji Mohamad, Deputy President, Malaysian National Cycling Federation lauded OCBC Cycle Malaysia, saying the event would raise the profile of Malaysian cycling.



“To hold the first-ever *OCBC Cycle Malaysia* is an honour given to Malaysia and MNCF in promoting the development of cycling for sport and health. Cycling is not purely for competition, but a wholesome sport that can be enjoyed by all members of society – young and old alike. I am certain that it will be welcomed by all Malaysians.”

Apart from title sponsor OCBC Bank, *OCBC Cycle Malaysia* is also supported by sponsors Doubletree by Hilton, Shimano, F2P, and BaikBike.com, with Spectrum Worldwide expected to announce additional event partners in upcoming weeks.

Registration for *OCBC Cycle Malaysia 2011* begins today with registration fees starting from RM22. 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