



Top National Cyclists set for 90-minute Battle in OCBC Cycle Malaysia's Kenny Heights Ultimate City Race!

- *100 of Malaysia's top cyclists to line up for 90-minute Professional Criterium*
- *Avenue K unveiled as Official Venue for Cycle Pack Collection and Cycling and Lifestyle Village*

KUALA LUMPUR, 29 September, 2011 – Up to 100 of Malaysia's top national cyclists will engage in an epic 90-minute showdown on 16 October 2011 in a new category introduced to *OCBC Cycle Malaysia*, the country's largest mass participation cycling event on closed roads.

The *Kenny Heights Ultimate City Race*, a by-invitation-only ride category, will feature top national cyclists in Malaysia including Anuar Manan, Mohammad Adiq Husaini Othman and Falanie Ali, who were all present at today's press conference.

Kenny Heights is the Official Category Sponsor for the event that seeks to showcase the best of Malaysian cycling by challenging riders to complete the most number of laps within 90 minutes. *OCBC Cycle Malaysia* is organised by Spectrum Worldwide and title-sponsored by OCBC Bank (Malaysia) Berhad.

The *Kenny Heights Ultimate City Race* flags off at 1pm on 16 October 2011 at Dataran Merdeka, concluding a weekend that will have brought together riders of all ages and cycling experience.

"Having the top Malaysian cyclists blazing through the streets of Kuala Lumpur is an incredibly thrilling prospect and a fantastic addition to the *OCBC Cycle Malaysia* programme," said Angus Gordon, Commercial Director, Spectrum Worldwide.

"There is great anticipation surrounding *OCBC Cycle Malaysia* and the introduction of the Kenny Heights Ultimate City Race will certainly generate even greater excitement within local cycling circles," he added.

Jeffrey Chew, Director & CEO of OCBC Bank (Malaysia) Berhad, said the involvement of the national cyclists will raise the bar at *OCBC Cycle Malaysia* and make the event even more complete.



“Having our country’s best riders participate on the day certainly enhances the picture for *OCBC Cycle Malaysia* as it now goes beyond just the public and regular cycling enthusiasts to encompass Malaysia’s crème de la crème of cycling as well. It will be a visual spectacle for the crowds to watch too,” he said.

Carrying out the selection process is the Malaysian National Cycling Federation, the country’s sanctioning body for cycling. Deputy President Datuk Naim Mohamad lauded the move, stating that the inclusion of the top riders added credibility to *OCBC Cycle Malaysia* as a premier event in the cycling calendar. “The OCBC Cycle events have had a terrific track record in the region, attracting some of the world’s best cyclists, including our very own Anuar Manan. Participation of Malaysia’s best cyclists in the *Kenny Heights Ultimate City Race* is pivotal to creating excitement for the sport amongst the community.

Underlining its commitment to provide participants with a memorable experience, Spectrum Worldwide and OCBC Bank also announced that the Cycling and Lifestyle Village and cycle pack collection for *OCBC Cycle Malaysia* will now be held at Avenue K on Jalan Ampang. Dato’ Jeff Yap, Executive Director of Kenny Heights expressed his delight at the collaboration.

“At Kenny Heights, our vision is to offer Malaysians an improved quality of life through sustainable and sophisticated development. To be associated with a landmark sporting event such as *OCBC Cycle Malaysia* augurs well with our corporate values and we are delighted to be able to improve the overall experience for participants and spectators alike,” he said.

The relocation bodes well for both participants and spectators as Avenue K’s prime location near the Kuala Lumpur City Centre (KLCC) allows greater accessibility via the Putra Light Rail Transit (LRT) KLCC station. The air-conditioned, indoor environment will also enhance the comfort and convenience of all participants during the cycle pack collection and for the Cycling and Lifestyle Village.

All categories for the event proper flag off from Dataran Merdeka.

“Avenue K promises a conducive environment for families and passersby, which will allow more people to be a part of this exciting spectacle,” added Gordon.



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

About Kenny Heights

Kenny Heights, developed by KH Land SdnBhd, is poised to be Kuala Lumpur's new integrated midtown located adjacent to the new National Palace along the Sri Hartamas- Mont Kiara vicinity. It will consist of mixed residential and commercial properties to be developed in 9 parcels over the next 10 years. Its maiden residential parcel, Kenny Heights Estate, featuring 49 units of private town villas with individual swimming pool on the top floor of each unit, has been completed and delivered since March this year. It has also commenced phase one of its condo-development, Kenny Heights Sanctuary featuring 2 blocks of 38 storey luxury condominiums, which boasts of majestic view of the new National Palace and the Kuala Lumpur City Centre in the background.

Upon its completion, Kenny Heights will feel like a part of the existing community. Many of the towers dotting the development look inward, shielding the community from the bustle of Kuala Lumpur's highways and roads. Inside, Kenny Heights' residents may socialise, dine and shop with friends and neighbours, in cafes and malls that become the incidental public space for social and personal interaction. The overall scheme will provide an extensive range of building uses connected by an attractive urban fabric that combines generous public spaces, such as the piazza, with intimate



walkways, cycling lanes and lush gardens to create engaging shifts of character and surprise throughout the development. With public spaces also designed with the wellbeing of cultural, academic, medical and social institutions in mind, the result is a greener, healthier and more inspiring neighbourhood. The vision is to integrate all these elements to create a destination for the whole community to grow and interact. Kenny Heights offers attractive opportunities for an enhanced quality of life, set within beautiful surrounds.

