



SPORTS TOTO MALAYSIA SDN. BHD.

(Company No : 8420-D)

PRESS RELEASE

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CELEBRATING TOTO'S CHANGES – UNVEILING OF NEW OUTLET SIGNBOARD AND RECOGNITION FROM THE MALAYSIA BOOK OF RECORDS

Sports Toto Malaysia held a significant event entitled "Celebrating Toto's Changes" at the Berjaya Times Square Hotel & Convention Center, Kuala Lumpur today. The event was meant to celebrate 2 momentous highlights in the history of Sports Toto Malaysia.

Sports Toto Malaysia received a special recognition from the Malaysia Book of Records for the highest jackpot ever won in Malaysia at RM19.3 million on 05 January 2008 through its lotto game Mega Toto 6/52. Datuk Danny Ooi, Managing Director of the Malaysia Book of Records presented the certificate of recognition to Mr Vincent Seow, Executive Director of Sports Toto Malaysia at the session.

The second momentous highlight of the event was the unveiling of Sports Toto Malaysia's new outlet signboard. As pointed out by Mr Vincent Seow, Executive Director of Sports Toto Malaysia during his unveiling speech, the new signboard is part of the company's efforts to bring a sense of rejuvenation and revitalization to Sports Toto Malaysia's brand identity as well as in keeping with the times. The new outlet signboard has been designed with the objective of projecting a more vibrant and modern look.

The changes made to the outlet signboard are subtle and not drastic or radical as the company intends to keep to its main objective of enhancing, strengthening and adding value to its existing brand identity.

Mr Seow added, "We know for a fact that as the society grows and matures, we have to stay relevant. Staying relevant is of critical importance for us to connect with the masses and in particular, our existing and potential customers. We want the customers to know that we are growing with them and are changing with the times."

During the welcome speech, General Manager (Sales & Operations) of Sports Toto Malaysia, Ms Nerine Tan took the opportunity to bring Toto Bird, the company's brand personality, into the limelight. She said that Toto Bird is tasked with the mission of connecting with people from all walks of life especially in respect of the recreational part of their lives.

An interesting video presentation on the developments and progress of Sports Toto Malaysia since incorporatization in 1969 was shown to all present.

Media friends and business partners were among the key turnout at the event. A total of 200 people attended the event.

Sports Toto Malaysia also took the opportunity to keep the guests present entertained with an exciting line-up of lucky draws, artistes' performance and a hi-tea session.

For further information, please contact Ms Emily Tan, Manager (Communications) of Sports Toto Malaysia at telephone number 03-21489888 ext 3159 or 016-2133062.