

**FOR IMMEDIATE RELEASE**

## **More than RM3.6 Million in Cash Prizes up for grabs for Dutch Lady Growing-Up Milk Consumers**

***'Kalau Mak Menang' campaign captures children's smart imagination***

***Petaling Jaya, 4 September 2014*** – Gear up for the Dutch Lady 'Kalau Mak Menang' campaign that gives away a total of more than RM3.6 million worth of cash prizes, courtesy of Dutch Lady Growing-Up Milk powder!

For a chance to win these cash prizes, just head on to a hypermarket, supermarket or any retail outlet near you and pick up Dutch Lady 1kg Growing-Up Milk packs. Lucky winners who find a special logo inside the pack will be eligible to collect a RM300 cash prize. A total of more than 12,000 milk packs with winning logos are expected to be on the shelves of retail stores starting 12 September.

In her speech during the launch of the Dutch Lady *Kalau Mak Menang* campaign, Wong Vai Chi, Marketing Manager of Dutch Lady Milk Industries Berhad said, "Dutch Lady is proud to be one of Malaysian mothers' top choices when it comes to growing up milk powder for their precious little ones. The support and confidence in our products are what drive us to continue to provide good nutrition to help young Malaysian children grow and develop".

"In addition to providing great products, we want to go one step further to show our gratitude to our loyal customers for their support with this exciting campaign. So, just take a peek inside your Dutch Lady Growing-Up Milk 1kg packs purchased mid-September onwards and you may stand a chance to win RM300 cash," Wong said.

To capture the attention of consumers, the Dutch Lady *Kalau Mak Menang* campaign taps on the smart minds of young children to showcase their imagination of what to do with RM300 if their mummy wins the cash prize. Their brilliant ideas, usually expressed with much innocence and adorability, will be shared through television commercials and YouTube videos online to promote the campaign.

At the campaign launch, Dutch Lady Growing-Up Milk ambassador and local child-starlet Mia Sara, together with her group of friends packed milk packs containing the winning logos into boxes and got them ready to be distributed to stores nationwide. They also told the audience in a 'live' chit-chat what they would do if their mothers won RM300 each, which took the house down with cheers and laughter.

"Of course, I would buy toys; and not forgetting more milk!" said Mia. "As for the balance, I will give it to papa," she added.

Like Mia, five-year-old Neeresh Nair also had one of his parents in mind. "If my mummy wins RM300, I will take RM250 to buy toys... and give her RM50 to buy her own things!" said Neeresh as he calculated the split.

Tammy Yong really wishes her mother wins. "I don't want any dolls, which most people think I would like; I prefer to have a Lego set," said the five-year-old. "There are five zeroes in 3.6 million, so I really hope mommy will win some of this prize money!" she exclaimed.

"I am very happy to see the children exercising their smart imagination, which is precisely what Dutch Lady *Kalau Mak Menang* campaign seeks to illustrate. This is worth the millions of ringgit that the campaign is giving away," quipped Wong with a smile.



Wong also added that the company is committed to provide good nutrition to young Malaysian children through a better understanding of their actual nutritional needs. "In 2009, FrieslandCampina, parent company of Dutch Lady Malaysia initiated the South East Asian Nutrition Surveys or SEANUTS of children in four countries including Malaysia. With the survey results, Dutch Lady Malaysia is ever more committed to providing good nutrition to children," she added.

Don't miss the opportunity to win the cash prizes! Look out for the Dutch Lady truck delivering over 12,000 winning packs with more than RM3.6 million cash prizes to stores nationwide starting 12 September 2014. The cash prize redemption period ends on 31 December 2014. Check out the full redemption details at [www.smartmoments.com.my](http://www.smartmoments.com.my).

### **About Dutch Lady Malaysia**

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is the leading dairy company in Malaysia. It is owned by one of the largest dairy cooperative companies in the world, Royal FrieslandCampina NV, a Dutch multinational dairy company.

Dutch Lady Malaysia was the first milk company to be listed on Bursa Malaysia in 1968 and the first to introduce Growing-Up Milk in Malaysia in 1988. Today, Dutch Lady Malaysia manufactures and sells a wide range of quality dairy products for the home and export market, with all products enjoying a strong following in brands like Dutch Lady and Friso Gold.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Survey (SEANUTS) study in 2009, involving four countries – Malaysia, Indonesia, Vietnam and Thailand. SEANUTS is the largest and most extensive nutrition and health study ever done in South-East Asia, where in 16,744 children were surveyed over a four-year period.



### **About Dutch Lady Growing-Up Milk**

Dutch Lady Growing-Up Milk is available in three variants which are Dutch Lady 123 Growing-Up Milk for children age one to three years, Dutch Lady 456 Growing-Up Milk for children age four to six years and Dutch Lady 6+ Growing-Up Milk children age six and above.

Dutch Lady Growing-Up Milk 123 and 456 comes in three nutritious flavours which are plain, honey and chocolate, where else Dutch Lady Growing-Up Milk 6+ comes in two flavours, which are plain and chocolate. The plain and honey flavours come with 0% sucrose while the chocolate flavour comes with less sucrose\*.

Dutch Lady Growing-Up Milk comes with an improved formula and has five times more DHA\* and other nutrients that help to support children's overall development. In addition, Dutch Lady Growing-Up Milk contains calcium, iron, SA, AA, Omega 3 and 6.

\*In comparison with previous milk powder formulation

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