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CELEBRATING HEALTH AND SPORTSMANSHIP

*Dutch Lady Malaysia garnered support for first Jr. NBA Malaysia All-Stars
with weekend of cheers and basketball fun*

USJ Selangor, 8 October 2014 – To celebrate the formation of first Jr. NBA Malaysia All-Stars, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) organised a weekend of cheers and basketball fun at retailer Mydin Mall USJ, Subang Jaya from 3 to 5 October. Fans and family shoppers joined in the excitement as two celebrity YouTubers battled it out over a match to see who is a bigger fan of the first Jr. NBA Malaysia All-Stars, amidst games that hone basketball dribbling, passing and shooting skills.

“We are proud of the first Jr. NBA Malaysia All-Stars and this weekend event celebrates their passion for the sport of basketball, and staying active and healthy,” said Anja Henze, Marketing Director of Dutch Lady Malaysia.

Dutch Lady Malaysia presented the country’s first Jr. NBA programme, supported by the Ministry of Education Malaysia. The Jr. NBA is the National Basketball Association (NBA)’s international youth development programme that promotes active lifestyle through basketball games among boys and girls. The presentation was mooted by Dutch Lady Malaysia’s *Drink.Move.Be Strong* campaign, which encourages children to drink one glass of milk and spend an hour on outdoor exercise daily. This is in line with the Southeast Asian Nutrition Surveys (SEANUTS), which found that nearly 50% of Malaysian children studied do not achieve the Malaysian Recommended Nutrient Intake (RNI) of calcium and Vitamin D, which are rich in milk.

The selection of the 14 Jr. NBA Malaysia All-Stars is the culmination of various open clinics, camps and activities since May 2014 including a three-day intensive training attended by NBA player Randy Foye of the Denver Nuggets.

The 14 athletes who emerged as top players to become Jr. NBA Malaysia All-Stars include 10 boys and four girls. They are: 14 year-olds Tan Miao Wen, Connor Clyde Chua, Loo Xin Hao, Maegan Mahadevan, Ng Ming Hao, Seamus O’Neal, Tai Wei Hang and Tee Chee Yee; 13-year-olds Lim Jia Ying, Ong Xin Yue, Leong Kok Wai, Poh Jun Hao, and Tan Teng Wai. The youngest of the group is Wong Wei Hui at 12 years of age.

These aspiring basketball stars will enjoy the rare opportunity to watch their heroes in action, as they will be traveling to Beijing, China from October 11 to 16 to experience the live NBA Global Games 2014 live.

One of the Jr. NBA All-Stars, Connor Clyde Chua, feels that a nutritious diet and a sporty lifestyle go hand in hand to ensure he gives his best during the game.

“Drinking milk is important because it makes you grow taller and help strengthen your bones. Like what NBA player Randy Foye said, we need to eat well, sleep well and rest a lot. You also need to stay active so that your body is fit enough. Only then will your

stamina be able to last longer in a basketball game,” Chua pointed out. He also said the training provided by the programme gave him more confidence to conquer the court.

Ong Xin Yue, another Jr. NBA All-Star, also found the training memorable because of all the precious tips she had learnt from the professional coaches. Being selected as a top player has further fueled her passion for the sport. “I’m very happy to be selected as one of the MVPs (Most Valued Players), and I want to keep playing basketball for as long as I can,” she said.

To generate buzz about the importance of drinking milk and staying active among Malaysian youths, Dutch Lady Malaysia collaborated with two popular online video makers, Dan Khoo and The Ming Thing. Famed for their productions on YouTube, the online personalities each created a video to prove who is ‘The Most Supportive Fan’ of the Jr. NBA Malaysia All-Stars, in the spirit of Dutch Lady’s *Drink. Move. Be Strong* campaign.

The Ming Thing’s video, titled *The Biggest Fan*, as well as Dan Khoo’s *I Give You Chance!* were available on YouTube to garner support for the Jr. NBA Malaysia All-Stars leading up to the weekend event where they had their final face-off.

The battle between the two celebrity YouTubers was the highlight of the Jr. NBA Malaysia All-Stars celebration at Mydin Mall USJ, Subang Jaya. Amidst enthusiastic cheers from their fans and family shoppers, Dan Khoo and The Ming Thing engaged in an on-ground basketball battle to claim the title of The Most Supportive Fan.

“Dan Khoo and The Ming Thing are the best candidates to spread Dutch Lady’s message to Malaysian youths out there – that drinking milk and exercising every day are crucial for a healthy growth. Between the two of them, they have about a total of over 450,000 followers on their video-sharing sites and social media platforms, most of whom are at the critical age of physical development,” explained Henze.

Footage of the on-ground battle were seeded through social media platforms Instavideo and Instagram. Log on to www.facebook.com/spread.the.goodness.of.milk to find out who claimed the title of The Most Supportive Fan.

Want to be selected as the next batch of Jr. NBA Malaysia All-Stars? The recruitment for Jr. NBA 2015 is already opened! *Drink.Move.Be Strong* and register at www.bestrong.com.my today.

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About Dutch Lady Milk Industries Berhad

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. Dutch Lady Malaysia, awarded as the Company of the Year 2014 by The Edge Billion Ringgit Club 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 FrisoGold.

Through a unique collaboration between FrieslandCampina and four international research teams/universities, we initiated the South East Asian Nutrition Surveys (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, wherein 16,744 children between the ages of six months and 12 years were surveyed over a four-year period.

More information can be found on www.dutchlady.com.my.

About the NBA

The NBA is a global sports and media business built around three professional sports leagues: the National Basketball Association, the Women’s National Basketball Association, and the NBA Development League. The league has established a major international presence with offices in 13 markets worldwide, games and programming in 215 countries and territories in 47 languages, and NBA merchandise for sale in more than 125,000 stores in 100 countries on 6 continents. NBA rosters at the start of the 2013-14 season featured a record 92 international players from 39 countries and territories. NBA Digital’s assets include NBA TV, which is available in 60 million U.S. homes, and NBA.com, which recorded 26.9 billion page views during the 2013-14 season, with more than half of all visitors originating from outside of North America. The NBA is the No. 1 professional sports league on social media, with 700 million likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league and its teams and players have donated more than \$242 million to charity, completed more than 3 million hours of hands-on community service, and created more than 915 places where kids and families can live, learn, or play.

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