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**MEDIA RELEASE
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Dutch Lady Malaysia Presents *Very Interesting Playtimes!*
*Malaysia's Leading Dairy Company ties-up with Puteri Harbour Family
Theme Park to offer Meaningful Playtime Experiences!*

JOHOR, 22 September 2013 – It's playtime! There's no better opportunity than now for the little ones to fully enjoy their time for play and fun learning as Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) launches *Very Interesting Playtime (VIP)* collaborations with Puteri Harbour Family Theme Park.

Known as the haven where playtime comes to life, Puteri Harbour Family Theme Park provides a series of unique experiences and a whirlwind of excitement through popular global children's characters from Sanrio Hello Kitty Town to the likes of Thomas and Friends from The Little Big Club. While enjoying the theme park's engaging and interactive activities, children can maximize the fun with additional experiences through special entitlements. These special entitlements offered exclusively by Dutch Lady Malaysia include *The Dutch Lady Breakfast Experience* at selected outlets like Red Bow Café, Mc Bunn Café and Cinnamon Roll Café, *Special Screening Passes*, and more. The collaboration aims to present fun learning playtime experiences for the entire family to enjoy.

Ramjeet Kaur Virik, Marketing Manager of Dutch Lady Malaysia said, "Dutch Lady is delighted to partner with Puteri Harbour Family Theme Park to support their playtime activities. Through this collaboration, we will be able to go further and reach more children to provide not just a fun and meaningful playtime but also provide them with good nutrition to optimise their growth and learning potential."

For a true VIP feel, Dutch Lady Malaysia will also be launching personalised Dutch Lady Puteri Harbour VIP Cards to redeem these special privileges. Tailored for children below 12 years old, the special VIP Card is crafted to ensure a fun and attractive playtime experience for families. Through exciting promotions, the children will leave the theme park with unforgettable moments filled with wonder and discovery.

The first VIP initiative kicked start on 26 October 2013 with *The Dutch Lady Breakfast Experience*, where children can join the Facebook contest to win seats to a fun breakfast session. Contest winners received complimentary entry tickets for two adults and two children and are invited to an exclusive breakfast with their favourite characters that begins before the park opens for public access.

Very Interesting Playtime Promotional Offers

- A series of Hello Kitty tumblers to be collected at Red Bow Café, each filled with yummy, chocolate-y Dutch Lady Chocolate Drink, *Chocolicious Shake*, is priced at RM18.
- A series of Thomas & Friends premiums is available with each purchase of Kids' Meal served with *Dutch Lady School* at Mc Bunn for RM13.90. The seasonal premiums are three variations of each Thomas & Friends 3D Lenticular Puzzle, Activity Book and Magnetic Game Set.
- In collaboration with the School Tour program at Puteri Harbour Family Theme Park, *Dutch Lady School* packs will be distributed to the students in a handy and cute meal container adorably dubbed, 'Bekas Moo'. Through the distribution of these packs, students are also encouraged to have a healthy, balanced diet.

For more information on Very Interesting Playtime exclusive activities and premiums by Dutch Lady Malaysia, be sure to check out facebook.com/spread.the.goodness.of.milk to catch a glimpse of what's coming up next.

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About Dutch Lady Milk Industries Berhad

Incorporated in 1963, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia) is currently the leading dairy company in Malaysia. Its holding company is Royal FrieslandCampina NV, a Dutch multinational corporation and one of the largest dairy cooperatives in the world.

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 with its Dutch Lady and Friso brands. Dutch Lady Malaysia believes in product innovation and constantly strives to improve its processes in order to deliver quality nutritious products to its consumers.

It was the first company in the world to market a Growing Up Milk powder specifically formulated for children up to three years old. This range is currently marketed in Malaysia as Dutch Lady 123 and Dutch Lady 456 and Dutch Lady 6+.



Dutch Lady Malaysia is a strong supporter of the local dairy industry and works closely with the Department of Veterinary Services (DVS) to boost its development.

In line with its corporate mission of "Helping Malaysians move forward in life with Trusted Dairy Nutrition" the quality of the Company's products is paramount.

The company maintains strict adherence to food safety and quality standards and global best practices in production in accordance with its continuous accreditation of ISO9001, ISO14001, OHSAS 18001 (Occupational Health and Safety Assessment Series) and HACCP (Hazard Analysis Critical Control Point) certifications. Dutch Lady Malaysia also has a sterling record as the preferred brand in milk products, and is reinforced by the Readers' Digest Super Brand Gold award it won for 11 consecutive years since 1999 as well as being recognised as among the top 30 of Malaysia's Most Valuable Brands since 2007.

2013 marks a significant milestone for Dutch Lady Malaysia with half a century of excellence to boast. In commemorating its 50th anniversary, the celebration will be led by the company's pledge, through its Inspire Tomorrow Fund, to inspire and aid young Malaysians to pursue their dreams in fields they aspire to through education, sports or creative arts.

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

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