



GENTLE SUPREME SDN. BHD. (CO. NO. 497222-U)

NEWS RELEASE

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## **Mi Sedaap fan from Kelantan wins a brand new Perodua Alza worth RM54,000!**

This is a wish come true for Encik NIK ROZAK B.NIK WEL from Kelantan to win this brand new Perodua Alza. "Really, I won??!! My wish was granted??!! This was how he responded when we released the good news to him" says Ms. Esther Ng, Brand Manager for Mi Sedaap.

Mi Sedaap "Ole Ole Midnight Fiesta" SMS Contest, organized by Gentle Supreme Sdn. Bhd. (Co No. 497222-U) was held from 15<sup>th</sup> May to 15<sup>th</sup> July, 2014. The contest was held in conjunction with World Cup 2014. We want our fan to remember a great moment during this season of World Cup 2014. A total of RM90,000 worth of prizes were out for grab and the grand prize is a brand new Perodua ALZA.

Participations for the contest were simple. Simply purchase 2 bundle packs of Mi Sedaap Goreng either Asli or Sambal Goreng flavor in a single receipt to be entitled for 1 entry. Besides, participants were to complete a simple slogan "Mi Sedaap is..." in the most creative way. Send a SMS to 33310 by keying in MSOleOle<space>Name, IC No, Receipt date, Outlet's name and the creative Slogan. The more entries you send, the higher chances of you winning great prizes.

Besides the Grand Prize of a new PERODUA ALZA worth RM54,000, there are 3 Suzuki Nex Motorcycles worth RM13,500 for 3 first prize winners, 10 mountain bikes worth of RM7,400 for second prize winners, 50 pcs of Adidas Football Jersey for consolation prize winners and RM 50 shopping voucher for 80 weekly winners.

"Mi Sedaap Ole Ole Midnight Fiesta" SMS Contest is a great success as we received overwhelming response from our fans nationwide. Moving forward, we are planning for more contests so that our fan can continue enjoy our product while winning great prizes." added Esther Ng, Brand Manager for Mi Sedaap.

We hope that Mi Sedaap consumers will continue to support us and we would like to thank everyone to make this event a great success.

### **About Mi Sedaap**

Mi Sedaap is one of the leading instant noodles brand in Malaysia. Mi Sedaap has received widespread acceptance due to its ground breaking good taste approach. Mi Sedaap is famous for its springy noodles and the "kriuk-kriuk" crunchy fried onion. Mi Sedaap has revolutionized instant

noodles enjoyment from its Mi Goreng Asli flavor. Supported by Malaysians, Mi Sedaap is one of the top leading instant noodles brand in Malaysia and today Mi Sedaap is the No.1 Brand in Mi Goreng category which received the highest market share as Malaysia favorite Mi Goreng. (Based on AC Nielsen Retail Audit).

Mi Sedaap is available in 6 flavor variants to meet consumer's enjoyment taste, which are, Mi Goreng Asli, Mi Sambal Goreng, Mi Sup Kari, Mi Sup Soto, Mi Sup Ayam Bawang and Mi Sup Ayam Istimewa. With the addition of new launching cup series, Mi Sedaap Cup is available in 3 flavors of Mi Goreng, Mi Sup Soto and Mi Sup Baso. Mi Sedaap is the best Mi Goreng in town and based on our tagline (Soal rasa lidah memang tidak boleh bohong). Visit Mi Sedaap facebook page and official website for more product information and latest promotion.

**Issued with the compliments of Gentle Supreme Sdn. Bhd.(Co no. 497222-U)**

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