



SPORTS TOTO MALAYSIA SDN. BHD.

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PRESS RELEASE

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SPORTS TOTO PROUDLY PRESENTS STAR LIVE CONCERT 2009

Sports Toto Malaysia is proudly presenting Star Live Concert 2009 for the third consecutive year.

The musical extravaganza, scheduled on 19 December, 8.30pm – 11.30pm, at Stadium Nasional Bukit Jalil, Car Park A, has become one of the highest-rated Chinese programs for the past 2 years, that is, since it started 2 years ago. That is testimony of its popularity and that also goes to show that it has been successful in engaging the public.

Hence, partnering NTV7 for the third year in presenting Star Live Concert is indeed an honour and delight for Sports Toto.

This year, the concert venue at Bukit Jalil has a capacity of over 30,000 people and the best part is that tickets to the concert will again be given out free to the public through various channels, one of which being redemption at roadshows held in Penang, here in KL, Johor and Malacca.

Details of the roadshows :

- 1) PRAI @ Mega Mall, 2.30pm - 4.30pm, 28 November 2009
- 2) KL @ 1 Utama (at the entrance near Polo Ralph Lauren shop), 4pm - 6pm, 29 November 2009
- 3) BATU PAHAT, JOHOR @ Batu Pahat Mall, 3pm - 5pm, 5 December 2009
- 4) PENANG @ Penang Mega Mall, 3pm - 5pm, 5 December 2009
- 5) MALACCA @ Mahkota Parade, 8pm - 10pm, 5 December 2009
- 6) KL @ Berjaya Times Square (Concourse Area), 5pm - 7pm, 12 December 2009

Please be advised that tickets will also be available for redemption at several selected Sports Toto outlets nationwide starting from 28 November 2009.

Please check out the details at www.sportstoto.com.my starting from mid-November.

On top of that, live telecast of the concert will reach out to those NTV7 viewers who couldn't make it to the stadium or just prefer to watch it from the comfort of their couch at home. In that sense, this is indeed a very generous event that accommodates all, so to speak.

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We believe that great fans of Mandarin and Cantonese popular hits out there will be very anxious to see the popular artistes such as Kelly Chen, Ritchie Ren and many others perform.

In recent years, Sports Toto has put in a lot of effort to ensure that every event we bring to the Malaysian masses will deliver a compelling entertainment experience, leave a fond memory and possibly a lasting impression on those who have experienced it.

Partnering NTV7 has given us the assurance that this objective of ours is within reach. We know that NTV7, as dynamic as it has always been, is working hard to bring this event to another level with many inventive ideas.

We would also like to add that despite the current economic situation that is still soft, Sports Toto has not cut down on any corporate responsibility initiatives for various sections of the society including presenting popular entertainment to the masses.

All in all, it is pleasing to note that Star Live Concert has not only delivered great entertainment but also served as a platform for year-end countdown celebration. We are confident that this star-studded concert will continue to promise the best of popular entertainment.

Star Live Concert 2009, scheduled on 19 December, is barely a week away from Christmas. It is our hope that the audience out there will take this event as a gift, be it a Christmas gift or a year-end gift, from NTV7 and Sports Toto before ushering in a promising new year.

For further information, please contact Ms Emily Tan, Manager (Communications) of Sports Toto Malaysia at telephone number 03-21489888 or 018-372 3062.