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PAVILION KL AWARDS THE BEST SHOPPING GIFT EVER FOR 'DRIVE THE SALE' CAMPAIGN

KUALA LUMPUR, 27 JULY 2017 – Pavilion Kuala Lumpur today revealed the first LEXUS Winner of the **'DRIVE THE SALE'** campaign, held in conjunction with the 1Malaysia Mega Sale Carnival (1MMSC). In a joyful ceremony, Pavilion KL awarded Mr. Lok How Meng from Malacca, the key to a brand new LEXUS ES 250 for the first sale campaign from 15th June to 14th July 2017.

"I was surprised and excited when I received the phone call from Pavilion KL management. I hardly come to Pavilion KL and I only submitted one entry and took a wild guess at the number of bags, I really didn't think I'd win," commented Mr. Lok How Meng.

The exhilarating 1MMSC campaign sees Pavilion Kuala Lumpur partner with LEXUS to drive shopping to the next level with lots of offers and discounts mall wide, including a special contest where three lucky winners will stand a chance to drive away with three LEXUS worth over RM900,000, including the LEXUS ES, LEXUS IS or LEXUS NX Special Edition. To win, shoppers need to spend RM500 in a single receipt and proceed to the LEXUS Display at Level 3 of the mall to guess correctly the number of shopping bags.

As Mr. Lok How Meng is rewarded with the LEXUS ES, shoppers still have a chance to win two more LEXUS for the remainder of the 1MMSC campaign. Shopping from 15th July to 14th August will allow shoppers a chance to win the LEXUS IS while from 15th August to 16th September, the prize will be the Lexus NX Special Edition.

To qualify, shoppers need to satisfy the above conditions and proceed to the mall's Self-Service Kiosks at Level 2, 3 or 6 to register for the Contest. The 1MMSC contest is open to all Malaysian residents aged 18 and above.

To enhance the luxury shopping experience in the mall, Lexus will have a pop-up LEXUS Brand Space at Fashion Avenue, Level 3 from now to 31 August and at Couture Pavilion precinct, Level 3 from now to 16th September.

“As a leading shopping destination in Malaysia, we are excited to partner with LEXUS to make a visit to Pavilion KL engaging and experiential. Through this partnership, we are enhancing the shopping experience by allowing our shoppers, like Mr. Lok How Meng to drive away one of three brand new LEXUS. We believe this will be a driving force for people to shop during 1MMSC and have the most rewarding shopping experience ever,” said Dato’ Joyce Yap, CEO of Retail, Pavilion KL.

TOURISTS will enjoy multi-rewards when they shop this 1MMSC at Pavilion KL. RM100,000 worth of luxury fragrances can be redeemed, a luxury Amouage Dia Fragrance for women or Amouage Myth Fragrance for men with RM8,000 spent in a single receipt from specialty stores. In addition, tourists can redeem a free gift with RM500 spent in a single receipt with **UNIONPAY** card (no starting with ‘62’).

GLOBAL BLUE will also reward tourists for shopping exclusively at Pavilion KL from now to 31st August 2017. By accumulating five shopping receipts of minimum RM300 each, tourists will receive a Gift Card and exchange it for a special gift at Global Blue KLIA or KLIA2.

For more information, contact Pavilion KL’s Concierge at 03 2118 8833 or visit :

Pavilion KL’s website at www.pavilion-kl.com

Pavilion KL’s Facebook page at <http://www.facebook.com/PavilionKL>,

Twitter page at www.twitter.com/Pavilion_KL,

Instagram account at www.instagram.com/PavilionKualaLumpur

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