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- **MEDIA RELEASE**

For Immediate Release

## **NU Sentral Holds High Spirited Zumba Session for Hari Sukan Negara 2015**

**Kuala Lumpur Sentral CBD, 10 October, 2015** – The NU Sentral shopping mall today held a special session of Zumba exercise in conjunction with the Hari Sukan Negara 2015 at the main concourse area of the NU Sentral retail mall.

About 350 college and primary school children, representatives of the Brickfields community and MRCB staff gathered at the NU Sentral mall as the chosen venue for the Zumba exercise for its suitability as a specially designed space for holding public and social events.

The event today was jointly conducted by Pelaburan Hartanah Berhad (PHB) and Malaysian Resources Corporation Berhad (MRCB). Both corporations were among more than 30 corporations that had joined in the nationwide event.

Dancing to the intense and energetic tunes accompanying the Zumba session, the participants began their exercise at 9.30 am and were later joined by the senior management of PHB and MRCB.

Yang Berbahagia Datuk Kamalul Arifin Othman, Managing Director and Chief Executive Officer of PHB, which owns the NU Sentral mall said, “This event is meant to enhance knowledge and awareness on leading a healthy lifestyle as the basis for inculcating a sports culture and promote national unity. It is generally accepted that sports plays an important role in nation building and a National Sports Day involves mass participation of Malaysians in inculcating a healthy lifestyle throughout the country”.

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Meanwhile, Yang Berbahagia Dato' Haji Ishak Bin Haji Mohamed, MRCB's Executive Vice President said, "The most important and exciting thing about having Zumba at NU Sentral is the perfect backdrop of energy and vibrancy that reinforces the notion of an active and productive lifestyle. In such a venue as NU Sentral, we find a very enthusiastic crowd in an urban, fresh and agile setting that reflects a fit and fast-moving lifestyle, a choice we want to promote by supporting the Hari Sukan Negara initiative."

Centrally located within the Kuala Lumpur Sentral CBD, NU Sentral which was opened for business in March 2014, has been recognized as a new lifestyle-based commercial development built on the concept of 'Transumer' or transit consumer, where shopping and leisure activities become part of the daily commute of the city folks.

PHB and MRCB, both former long-time partners in the development of NU Sentral, had conducted the Zumba session as part of an overall CSR-driven initiative for communities in the country. MRCB has an outstanding track record of conducting CSR initiatives in the neighbouring Brickfields community and other states where it operates, particularly in terms of education for the young generation.

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### **About NU Sentral**

**NU Sentral**, which is positioned as the first transumer (transit consumers) 'green' lifestyle retail mall in Malaysia, is owned by Pelaburan Hartanah Berhad (PHB). Nu Sentral offers a combination of connectivity, convenience and convergence to meet the ever-changing needs of retailers and consumers. Its ideal location is naturally enhanced by direct connectivity to the KL Sentral Monorail station and Stesen Sentral Kuala Lumpur.

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### **About PHB**

Established in May 2006, **Pelaburan Hartanah Berhad** is a real estate investment holding company and a subsidiary of Yayasan Amanah Hartanah Bumiputera. PHB is founded on the following core principles; enhance shareholder and investor values, practice sound corporate governance, foster innovation and growth, cultivate talent and reward performance. PHB's goal is to enable long-term growth through managing, investing in and expanding its core businesses in the prime commercial real estate investment sector commercial real estates and developments in strategic locations throughout Malaysia.

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### **About MRCB**

**Malaysian Resources Corporation Berhad** is a leading urban property and infrastructure developer in the country. The Group specialises in civil, environmental and energy infrastructure development including beach rehabilitation projects, road works, road concessions, educational colleges, hospitals, power plants, and is the nation's biggest developer of high-voltage transmission networks.

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