



PRESS RELEASE

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MPIB Run 2014 Registration Closed Early 32 days before Registration Closing Date

Kuala Lumpur, 29 October 2013

Registration for MPIB Run 2014 (MPIB Run) closed today, 29 October 2013 at 12:38 p.m., 32 days before the Registration Closing date on 30 November 2013.

Back for the 3rd year, the Multi-Purpose Insurans Run (MPIB Run), a community run event received an overwhelming 92% of the total registrants for the competitive 12 KM and 8 KM categories while only 8% of the total registrants signed up for the 5 KM fun run categories. This is an increase of 4% over the no. of registrations for the 12 KM and 8 KM categories in MPIB Run 2013.

MPIB Run Event Leader Jayne Liew said “we are delighted with the response to our 3rd MPIB Run. Our community based public run based on the theme “Healthy Lifestyle – Work Life Balance” is for all ages, backgrounds and fitness levels. We are happy to note too that there is an increase in registrants for the competitive categories as compared to the MPIB 2013 Run. We see this as an encouraging sign that there is a growing community of runners who have taken up running seriously as part of their keep fit routine.”

In preparation for the Run, MPIB is calling on the public to take part as volunteers in the Run and for runners who have registered, to join the scheduled “My First Run Clinics”, especially for first-time runners. The run clinics cover all adequate information for novice runners and it is held at the Padang Merbuk Car Park, at 7.30am on every Saturday until 21 Dec 2013.

This 3rd run will again be held at the Padang Merbuk with 8 competitive categories i.e. 4 categories each for the 12KM and 8KM and 2 Fun Run



categories of 5KM. A 3 KM walk is being planned for the Runners' family members who wish to join in.

MPIB Run is again made possible by main sponsors; Alliance Bank Malaysia Berhad and New Balance as well as a host of co-sponsors.

~ END ~

For further information, please contact:

Multi-Purpose Insurans Bhd

Jayne Liew, Marketing & Corporate Communications
+6018 201 8818 | +603 2034 9859 | jayne_liew@mpib.com.my

MPIB Run technical information / assistance, please contact:

Wan Yew Leong
Runners Malaysia
+6019 35609031 | wanyewleong@gmail.com

Note to Editors:

For more information on the MPIB Run 2014, please refer to:
<http://www.mpibrun.com.my/> and <http://www.facebook.com/MPIBRun>.

About Multi-Purpose Insurans Bhd

Multi-Purpose Insurans Bhd, a Malaysian general insurance company (MPIB), is a wholly-owned subsidiary of Multi-Purpose Capital Holdings Bhd, which in turn is a wholly-owned subsidiary of MPH B Capital Berhad ("MPHB Capital"), a public listed company. MPH B Capital was incorporated in 2012 and listed on the Bursa Malaysia Securities Berhad on 28 June 2013. MPIB obtained its license from Bank Negara Malaysia under the Insurance Act 1996 and provides innovative general insurance products and services customized to individuals and corporate customers. MPIB has a network of 12 branches strategically located in major towns in East and West Malaysia. Apart from the branch network, it is supported by an agency force of 1,200 agents nationwide.

About MPIB Run

Back for the 3rd year, the MPIB Run 2014 kicks start the Running Calendar on the 1st Sunday of the year and for 2014, it is scheduled to take place on 5 January 2014. This community run will host 5,000 participants at the Padang Merbuk, Jalan Parlimen.

MPIB is proud to position itself as the pioneer general insurer in organising a community based public run in Malaysia in 2012. The inaugural event successfully gathered 3,750 runners and for the 2nd year in 2013, 5,000 runners participated; an increase of 33% from 2012. On top of that, the registration was closed 3 weeks earlier than the official closing date on 7 December 2012. MPIB hopes this is reflective of a growing community adopting a healthy lifestyle and, hence, the event is themed "Healthy Lifestyle – Work Life Balance", aiming to suit to the community from all walks of life.

During the weeks leading up to the Run on 5 January 2014, MPIB have scheduled 12 "My First Run Clinic" for interested runners or new runners taking baby steps to the world of running. The clinic also includes health and fitness related talks to furnish runners with fitness knowledge and to prepare them for the Run on Sunday, 5 January 2014.
