

PRESS RELEASE –
For Immediate Publication



**MBO CINEMAS & EASY BY RHB GIVE
PATRONS A CHANCE TO DRIVE AWAY
A BRAND NEW HONDA HR-V CAR
WITH “EASY-MBO WATCH AND WIN CONTEST”!**

***More rewards and savings with exclusive 1-for-1
movie ticket with Easy Debit Cards***

PETALING JAYA, 5 May 2015:

MBO Cinemas is currently the Cinema Operator with the most diversified locations in Malaysia with a total of 25 cinemas with 183 screens.

Its Chief Executive Officer, Mr. Lim Eng Hee said: “Together with Easy by RHB, we are showing our appreciation to all our loyal patrons with the Easy-MBO Watch and Win Contest.

“Every Friday, Easy Debit Cardholders get to enjoy the 1-for-1 movie ticket promotion at all MBO Cinemas valid till 30 April 2016.

“We are delighted to work with RHB Bank Berhad, one of Malaysia's largest and premier integrated financial services group. In addition, we have a common aim of giving the best value to our mutual customers and patrons,” he added.

Mr. U Chen Hock, Executive Director for the Group Retail Banking of RHB Banking Group said: “Today, we will be extending our partnership further with the introduction of the 1-for-1 Movie Ticket every Friday for Easy Debit Cards customers from 1 May 2015 – 30 April 2016. Concurrently, we will also be running an Easy-MBO Watch & Win contest from 1 May till 31 August 2015 and customers will stand a chance to win a brand new Honda HRV 1.8L S.

“Watching movies in the cinema is always something many of us look forward to and I am sure this is the same for everyone else here today. Therefore I am positive that this campaign will be a hit among our customers.”

There are just two simple steps – spend the minimal RM20 with the Easy Debit cards at any MBO Cinemas and earn at least 5 points to qualify for a chance to drive away the Honda HR-V.

To further reward Easy by RHB customers, they can also accumulate more points by simply applying for Easy-Cards, Easy-Loans, Easy-Savings through 279 outlets nationwide, or even by just using the Easy-Cards anywhere and anytime.

Also present at the event were Ms. Mariam El-Bacha – Director of Operations, Mr. Cheah Chun Wai - Director of Marketing & Sales and Mr. Lee Ee Hui – Head, Easy by RHB.

About MBO Cinemas

MBO Cinemas offers a comfortable, exciting and memorable cinematic experience for movie goers. Being among the first to move from 35mm film projection to full digitalised projection on all screens, MBO Cinemas also introduced new innovations by adding on to the existing impressive cinema technology that it already has in every one of its outlets nationwide, including actuator seats that vibrate with the sound of the movie plus all-new Auro 11.1 3D sound system, which provides 3 layers of speakers (as opposed to the conventional 2 layers) that simulate the most natural 3D acoustics, giving patrons an immersive movie-going experience at the following venues:

- 1) Actuator seats: Halls 1,2 and 7 at Citta Mall-AraDamansara, Halls 1 and 2 at Imago Mall-Kota Kinabalu (the first of its kind in Malaysia)**
- 2) Auro 11.1: Hall 5 at Spring- Kuching and Hall 1 at Imago Mall-KK**

In addition, the latest MBO Cinema will be at Sungai Petani-Central Square, adding on a further 8 halls in July 2015.

Join 'MBO Starclub' for free, the first cinema with a loyalty program that offers extensive benefits & privileges. You can earn StarPoints with your membership for every purchase you make & use them to redeem free movie tickets, popcorn and drinks & exclusive movie merchandise.

Also jump in on the Member's Priority Lane, get free movie tickets on Birthday Month & catch exclusive members' only free screenings!

You can catch blockbuster movies anytime you want with MBO's "Blockbuster Every 20 Minutes" - which screens blockbuster movies every 20 minutes during peak hours so that you don't need to wait for long to catch your favourite movies.

For more exciting deals & info, log on to www.mbcinemas.com

About Easy by RHB

“Life’s Easy with Simple and Fast Banking”

What is Easy?

Easy is a simplified community banking concept by RHB. Evolving from the traditional bank, Easy answers the demand for a simple, fast and convenient banking experience by taking out complex processes that add burden to the modern customer.

Easy keeps it simple, but covers all the aspects you may need for banking. Its unique suite of products range from Personal Loan, Debit Card, customized Savings package to Life, Personal Accident Insurance and Amanah Saham Bumiputra (ASB) financing.

Why choose Easy?

Delivering cutting-edge technology and innovative banking solutions, Easy offers products that are easy to understand, relevant and attractive.

With a unique customer-centric approach, Easy makes banking accessible and convenient for everyone. Banking is now hassle-free with no forms to fill, requiring you to just bring your MyKad to get on-the-spot within 10 minutes approval for instant cash in your account.

Where is Easy?

All 279 Easy outlets are conveniently situated within community area such as selected Tesco hypermarkets, POS Malaysia offices, Rapid KL stations, Giant hypermarkets AEON Shopping Centres, Mydin Hypermarkets and major shopping centres across Malaysia. Easy is designed to offer comfortable access to the consumers by operating till as late as 10pm, 7 days a week – breaking the convention of traditional banks.



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