



28th June 2006

PRESS RELEASE

MAJU JUNCTION MERDEKA CHALLENGE 2006

The Maju Junction Merdeka Challenge is back! Bolder, bigger and more exciting, this year's Merdeka Challenge which will be held on the 26th of August promises lots of fun, action & excitement for those of you out there seeking for the ultimate challenge which sees you utilizing your skills, bravery, mind power, speed & strength all in the name of glory.

Last year's Merdeka Challenge, our first mega project for Maju Junction Mall was a huge success, which saw more than 400 contestants participating in this ala – Amazing Race & Fear Factor Challenge. Due to the overwhelming response received by the contestants, we promised that we would bring back the Merdeka Challenge for this year!

We won't be disappointing all you thrill seekers out there as we promise you an X-citing and X-tremely great time. For this 2nd Edition of the Merdeka Challenge, there will be many attractive prizes to be won, with up to RM 10,000.00 in cash prizes thanks to Maxis Hotlink, fantastic holiday stay at Jerejak Resort & Spa Penang, free shopping vouchers and much more. To add to the excitement of this challenge, each challenge will have its own winners. All contestants will also receive a goodie bag on the day of the event itself. Maju Junction Mall will be working closely with AMP Radio Networks to further create the excitement and to add hype towards this event.

All prizes are sponsored courtesy of Maxis Hotlink, The Sun Newspaper, Ancasa Hotels & Resorts, Jerejak Resort & Spa, Permanis EXCEL ISOTONIC, Onomoto Exhibitions, Ms READ, Bintang Maju 3C Cyberworld, and Indocafe.

This year's Merdeka Challenge 2006 consists of three stages. The first stage is the Walk-A-Hunt Challenge where contestants will have to walk along a route designed especially for the walk-a-hunt within the 3km vicinity of Maju Junction Mall. Once they have completed the walk-a-hunt, the teams will have to find their way back to Maju Junction as the second stage starts once they've reach the finish line.

The second stage consists of 3 Physical Challenges. The first challenge – Strata Ball – is a challenge where 2 contestants per team, work together to place giant inflatable balls into its respective homes. The next challenge, the Velcro Olympics, is an obstacle course cycle where 2 contestants per team will have to complete the challenge within a time period. Speed and endurance is a factor in completing this challenge! The final challenge in this stage is the Captain Balance Challenge. This challenge requires one contestant who must balance himself and collect the point balls thrown to him before times up!

Getting interesting! Well, it isn't over as your worst fears awaits you in the final stage of the challenge. The Mental Challenge consists of two challenges, the Gusty Glass Coffin and Priceless Mice Gems. The Gusty Glass Coffin challenge involves two contestants of a team. One member will be chained in a glass coffin filled with snakes while the other member will try to release you by filling a weighing scale with maggots to a certain weight within a specified time period to get the keys to unlock the chained member. The final challenge, the Priceless Mice Gems requires one member of a team to pick up gemstones from a bowl filled with energetic white mice within a given time. Can you feel the fear and cold sweat kickin' in already? Warning! These challenges are not for the faint hearted.

Are you up for the challenge! If you're looking for a great and fun filled time, then come over to Maju Junction Mall and get your entry forms. Purchase of any items in a single/multiple receipt valued at RM 40.00 or more from Maju Junction Mall and also a MAXIS HOTLINK Starter pack valued at RM 8.80 (per team), will entitle you to participate in this amazing event. There should be 3 pax per team and we are anticipating 200 teams for this years challenge.

Call our concierge service at 03-2772 8536 for further information on our Merdeka Challenge.

Expect The Unexpected! Only at Maju Junction.

See you there!