

**For Immediate Release**

## **No. 1 Treasure Hunt to Pahang**

**Kuala Lumpur, 5 June 2010** – The Selangor & Wilayah Persekutuan (KL) Electrical Home Appliances Dealers' Association (SWEDA) is organizing its 15th Annual Treasure Hunt to Bukit Gambang Resort, Kuantan, Pahang with 244 participants taking part in this year's event. The flagging off ceremony will take place at Taman Melawati, Kuala Lumpur.

According to Ng Chee Keong, Executive Director of Panasonic Malaysia, "Event such as this is very good as it fosters healthier and closer ties between Panasonic staff and business partners. It also provides an avenue for everyone to have fun together outside the normal working hours and routines".

"Furthermore, this is the only event or occasion for all dealers of all brands in Klang Valley to meet and get together to strengthen their relationship despite of market competition and business values."

Ng also added that, "Panasonic Malaysia is very supportive of this annual event organized by SWEDA. This is the fifteen year we have joined in as the main sponsor of the Treasure Hunt. In conjunction with Panasonic Malaysia No. 1 campaign, we hope that participants compete in this treasure hunt with The No. 1 spirit and determination."

"Participants of this year's Treasure Hunt can look forward to great prizes that include Panasonic products such as home theater system, refrigerators, home shower, rice cooker, microwave ovens, fan, iron and cordless phones just to name a few".

According to Alex Chua Tong Yat, President of SWEDA, “The association makes it a point to organize this treasure hunt every year as it builds good relations between all SWEDA’s members”.

“Dealers from all brand makers and their families will compete in this treasure hunt to look for clues and answers. Questions for the clues are prepared in 2 languages, Chinese and English for easy participation. Participants have the choice of answering either in Chinese or English.”

SWEDA’s 2010 Treasure Hunt comprises of SWEDA members as well as suppliers such as Panasonic who will be travelling in 61 vehicles.

**About Panasonic Malaysia Sdn Bhd**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, digital and video cameras, professional broadcasting equipment, business systems, telecommunications, health and beauty care to batteries and lightings. All Panasonic products are available through our authorized dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Centre at 03-5543 7600.

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