



MEDIA RELEASE

FOR IMMEDIATE RELEASE

**PACK EXTRA NUTRITION™ WITH MILO®!
*A healthier choice in new design UHT pack***

Petaling Jaya, November 15 2007 ~ Mothers now have more reasons to choose MILO® UHT packs, the ready-to-drink format of Malaysia's best-known nutritious chocolate malt beverage is nutritious and healthier in a new attractive design.

"Nestlé MILO® UHT contains all the nutritional benefits of MILO® such as ACTIGEN-E® and PROTOMALT® in a convenient pack.

"Now, we also have a new design that is more appealing and more educational as the 'nutritional compass' on the pack provides details of its content," said Mr Ho Hau Chieh, Business Manager of Nestlé Liquid Drinks when unveiling the new pack.

Ho said that children required a lot of energy and the convenient pack gives children the energy during recess or after school for extra curricular activities.

"With Nestlé MILO® UHT, parents can now be sure that their children are getting the proper nutrition when they are in school," he added.

PLEASE CONTACT

NESTLÉ (MALAYSIA) BERHAD

(Company No. 110925-W)

GROUP CORPORATE AFFAIRS DEPARTMENT
NESTLÉ HOUSE, 4 LORONG PESIARAN BARAT, 46200 PETALING JAYA
SELANGOR, MALAYSIA

TEL : 03-7965 6000 FAX : 03-7965 6767

Website : www.nestle.com.my

ACTIGEN-E® refers to a combination of vitamins and minerals, i.e. Magnesium, B Vitamins, Vitamin C and Calcium to help optimise conditions for the release of energy from carbohydrates, protein and fat in your food.

PROTOMALT® is a malt extract with a mixture of different types of carbohydrates that provide energy and nutrients the body needs.

“Many expect convenience comes at a price, but with these affordable packs, you are getting the real deal. We have both ACTIGEN-E® and we have PROTOMALT® which makes MILO® more nutritious”, he said.

The new improved MILO® UHT pack also contains less sugar in support of the Health Ministry’s efforts in encouraging healthier diet especially among children.

“This new MILO® UHT offers the great chocolatey taste of MILO® with nourishment and energy that a child needs every day,” he added.

The new improved MILO® UHT will be sold at all retail stores for RM0.90 per unit for 125ml, RM1.40 per unit for 250ml and RM4.20 for the 1 liter pack.

MILO® was first introduced to the country in 1950. Right from the start, it won the affection of millions of Malaysian parents and children looking for a great-tasting nutritious beverage. And the UHT (ultra heat treated) format was introduced later to cater for those who want their MILO® on-the-go.

PLEASE CONTACT

NESTLÉ (MALAYSIA) BERHAD

(Company No. 110925-W)

GROUP CORPORATE AFFAIRS DEPARTMENT
NESTLÉ HOUSE, 4 LORONG PESIARAN BARAT, 46200 PETALING JAYA
SELANGOR, MALAYSIA

TEL : 03-7965 6000 FAX : 03-7965 6767

Website : www.nestle.com.my

In growing with Malaysia, MILO® stands firm in its commitment to provide every child the nourishment and energy needed every day. Over the years, the nutrient content has been improved to meet evolving demands. The current formulation of ACTIGEN-E®, in combination with PROTOMALT®, is well-placed to fuel the action-packed days of today's children.

-End-

Release issued by MING, KH & ASSOCIATES SDN BHD
on behalf of Nestlé MILO®
Please direct media enquiries to Nicholas Leong or KH Lim at
tel: 03-2287 6700, fax: 03-2287 6701
or e-mail: nick@ming-kh.com.my or khlim@ming-kh.com.my

PLEASE CONTACT

NESTLÉ (MALAYSIA) BERHAD

(Company No. 110925-W)

GROUP CORPORATE AFFAIRS DEPARTMENT
NESTLÉ HOUSE, 4 LORONG PESIARAN BARAT, 46200 PETALING JAYA
SELANGOR, MALAYSIA

TEL : 03-7965 6000 FAX : 03-7965 6767

Website : www.nestle.com.my