

MEDIA RELEASE

MILO® HELPS SCHOOLS TO PLAY MORE, LEARN MORE

PETALING JAYA (November 17, 2009) – We all know what they say about all work and no play. This is especially true when it comes to children, where it is through play that they learn and develop their social and physical skills.

And when it comes to sports, there's so much to learn, be it teamwork, creativity, determination, trust ... the list goes on. MILO® believes that learning these values are important in a child's development and that it will shape him into the person he will be someday.

In August 2009, MILO® launched the MILO® PLAY MORE, LEARN MORE campaign to promote and create awareness of the importance of play and how it contributes to succeeding in life.

MILO® embarked on a "Pledge for Play" cause to encourage parents to take the first step to make sports part of their children's lives where Malaysian parents were asked to pledge to set aside a few hours a week for their children to be active in sports.

MILO® pledged to sponsor sports equipment for three primary schools in Selangor should the targeted total of 10,000,000 minutes for the "Pledge for Play" cause be met by end of October 2009.

That target was successfully achieved ahead of schedule, and the schools selected by Jabatan Pelajaran Selangor will be receiving their respective sports equipment this week. The three Selangor schools are SJK (C) Puay Chai 2 in Bandar Utama, SK Taman Gembira in Klang and SJK (T) Bestari Jaya in Batang Berjuntai.

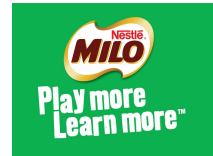
MILO® today donated 50 pairs of sports shoes and 36 footballs to SJK (T) Bestari Jaya whose athletics team has been in need of the correct footwear and enough footballs for their practices.

The school's athletes have been doing well in the district championships finishing second and third in the different events but according to the Guru Penolong Kanan Ko-Kurikulum, Puan Mehar-Banu, the team could fare better if they had the proper running spikes.

MILO®'s timely contribution is being welcomed with much enthusiasm. Right now, the Athletics Club has only 12 pairs of old running spikes to share amongst them. Many of the runners wear school shoes and sometimes go barefoot.

"We have lots of students who are very talented but they lose out because they do not have the proper shoes. School shoes may be fine when they practice in the field but when it comes to the stadium track, it's not good enough. There have been several with the potential to win

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but those have been missed chances because they didn't have the right shoes," said Puan Mehar-Banu.

SJK (T) Bestari Jaya also takes pride in its football team which has won district and inter-school games. However, the Football Club has the same equipment shortage as the Athletics Club – they only have 20 torn footballs to practice with and these have to be shared between the club's members.

Puan Mehar-Banu says that she feels that sports ignite the spirit to perform and the drive to constantly achieve goals. And to achieve these goals, students are motivated to do better each time and to never give up even when they face tough competitors.

"We hope that our contribution to the school and its students will help the teams improve their skills and achieve their goals. In today's fast-paced world, it is hard to find many willing to devote their time to helping the younger generation go the distance. MILO® is happy to help such dedicated schools and teachers who work to bring out the best in their students," said Group Brand Manager for MILO®, Philomena Tan.

"The MILO® PLAY MORE, LEARN MORE campaign has seen very encouraging response from Malaysians and we look forward to holding more campaigns like this very soon," she added.

Yesterday, MILO® donated sports attire and 60 volleyballs to SJK (C) Puay Chai 2 whose Boys Under-12 volleyball team was champion for the past four years while the Girls Under-12 team finished second in the district championship last year.

On November 19, MILO® will donate 120 hockey sticks to SK Taman Gembira which has two hockey teams that have won all their tournaments last year and this year thus far.

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Issued by Xcess Communication on behalf of MILO® and Nestle Products Sdn Bhd. For additional information or clarification, please contact Beverley Hon at 019-313 6011 or xcesscom@gmail.com.