

MEDIA RELEASE

MILO® HELPS SCHOOLS TO PLAY MORE, LEARN MORE

PETALING JAYA (November 16, 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.

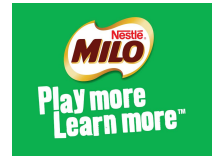
MILO® today donated 60 volleyballs and sports attire to SJK (C) Puay Chai 2 in Bandar Utama, which aims to excel in sports and academics and has their 82 teachers working hard to teach and motivate the school's 2,100 students to achieve their goals.

On the sports front, SJK (C) Puay Chai 2 has done well in volleyball and basketball where the 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. This year, the boys team finished 3rd and the girls team 4th.

In basketball, the Boys Under-12 team took the silver while the girls won a bronze in the district championships.

According to the school's Guru Penolong Kanan Ko-Kurikulum, Chong Kok Hiang, a majority of the school's basketball and volleyball players are straight-A students, which shows the school's efforts to get the children to excel on and off the field have paid off.

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“Sports teach students to grow through the many values they learn on the court. They learn discipline, how to lead a team and build their confidence. These values are reaped only through the experience of playing a sport,” said Chong.

However, the school needs help in being able to provide the basic necessities for the volleyball team and these include getting enough balls for the players to practice with and attire for them to compete in.

MILO®’s timely contribution is being welcomed with much enthusiasm. Right now, the school can only afford to buy four volleyballs a year, which have to be shared between 40 to 50 students. The teams’ attire is bought off the rack from markets and then sent out to have the names printed on.

“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.

Tomorrow, MILO® will be donating 50 pairs of sports shoes and 36 footballs to SJK (T) Bestari Jaya whose athletics team is in dire need of the correct footwear and enough footballs for their practices while 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.