Press Release

FOR IMMEDIATE RELEASE
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Tourism Malaysia Launches Sweepstakes in Partnership with YEO's Featuring a Grand Prize Tri to Malaysia

LOS ANGELES – Tourism Malaysia has partnered with Yeo's, an authentic Malaysian food product company to launch travel sweepstakes. To enter, participants simply visit vmy2014withyeos.com and fill out the short entry form, no purchase necessary.

Two grand prize winners will enjoy a four night vacation package for two to Malaysia, which includes roundtrip airfare, groun transportation, accommodations in Kuala Lumpur and a comprehensive city tour. In addition to the grand prize, participant are also eligible to win monthly cash prizes of $200, $100 and $50. The sweepstakes runs through October 31st 2014 and open to all United States residents 18 years and older.

YEO's soymilk and Chrysanthemum tea have been branded specifically for the sweepstakes. The packaging includes specif details about contest entry and prizes. YEO's products are sold in many national supermarkets, ethnic supermarkets an online.

The sweepstakes website also features visitor information and an array of travel packages to Malaysia. The packages rang form quick three-day city tours to inclusive 11-day excursions.

Azilina Azni Zainal Abidin, Vice President Western USA for Tourism Malaysia stated, "Tourism Malaysia is happy t collaborate with YEO's in promoting Visit Malaysia Year 2014. The winners of the contest will get to explore authentic an unique Malaysian hospitality. Our multicultural population offers tourists a rich and memorable experience."

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For more information, please contact Lauren Halley at lhalley@saeshe.com.

Malaysia Tourism Promotion Board *or* ***Tourism Malaysia*** *is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia's objective is to promote Malaysia as an outstanding touris destination and aims to showcase Malaysia's unique wonders, attractions and cultures. This yea Malaysia celebrates its fourth Visit Malaysia Year (VMY) with the theme "Celebrating 1Malaysia Tru Asia."*

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