Press Release

FOR IMMEDIATE RELEASE
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Tourism Malaysia Launches the "Malaysia Trip Planner" Smartphone Application

LOS ANGELES – Visitors to Malaysia will now be able to download a free application for their smartphones that puts complete guide of Malaysia in the palm of their hand. This recently launched application by Tourism Malaysia, called th "Malaysia Trip Planner," gives travelers personalized, inspiring and practical information on Malaysia, and all you can see an do.

The application's main features include:

- Detailed information on local attractions to explore
- A complete schedule of events
- A description of places and must-see attractions
- A nifty way of planning your itinerary

Commenting on the launch of the application, Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia say "Mobile platforms have gone beyond traditional advertising and are an excellent way to showcase a country's diverse touris offerings. Tourism Malaysia is proud to launch this mobile app to meet the demands of today's travelers who want touris information in an innovative way at their fingertips."

The application organizes travel plans into an itinerary that has all of the visitor's trip details in one place. Moreover, provides extensive information on Malaysia's various attractions and enables quick and easy sharing with friends v Facebook and Twitter.

"The application was designed to create a portable, engaging, motivational experience for users. It's a great tool to enhanc the experience of exploring Malaysia," says Zaleha Asmahan, Director of IT Department of Tourism Malaysia.

The "Malaysia Trip Planner" application is available for use on iPhone and Android phones in their respective app stores.

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