

- **MEDIA RELEASE**

For Immediate Release

Celebrating Nu Forms of Art in Nu Sentral Mall

Kuala Lumpur Sentral CBD, April 2014 – The newest shopping mall in KL Sentral CBD, the Nu Sentral Mall is luring its urban, fresh and agile transumer clientele by promoting extraordinary arts and creativity right in the first month of their opening. Month of April is dubbed to be the Art Attack month, with a different twist, not cookie-cutter style - a signature that truly depicts Nu Sentral.

One has to witness the uniqueness of this mall, which was designed for natural light to pierce through the Centre Court. The Mall exudes warm and cozy feeling that shoppers will enjoy and appreciate. It is also in this exact spot that many fun-filled activities will be organised for children in a dedicated space called Nu Kids Zone throughout the month of April.

A spectrum of activities, including Dance Artisan ; cultural dances and paint for children to experience will be organised in the first weekend of April.

“If you have never heard of Dance Artisan, this is your chance to experience it first hand at our brand new mall. We are staying true to our promises of offering our shoppers Nu Experiences in a Retail Environment”, said Kwan Joon Hoe, Senior Vice President, Property, MRCB.

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Nu Sentral, with its premier status of being a Green Mall is extremely proud of its commitment in promoting green practises too. “It’s not just a commercial decision to have Green Certifications for our Mall, but more importantly it is also our Corporate Responsibility in ensuring that we do our part in safeguarding the environment, in every possible way we can”, said Kwan Joon Hoe.

In that light, some 100 students from the Methodist College of Kuala Lumpur will be hunting down plastic bags to be exchanged with Eco bags within the vicinity of Nu Sentral, Kuala Lumpur Sentral and Brickfields. “You will see their creativity burst in action as these students unleash their potential and reinstate the Mall’s objectives in keeping it green by “planting trees” with structures wrapped in collected plastic bags”, he added.

Also happening at Nu Sentral this month is the art exhibition by leading local artist YBhg Dato’ Qayoom that features contemporary art works which will also be for sale for arts enthusiasts, while cultural performances will keep the shoppers entertained and happy. Shoppers will also be given the opportunity to leave their signatures behind on Nu Sentral’s recycled art sculpture painting to endorse their commitment in Arts and Crafts and also a Promise to a keep the environment Green.

Here’s a snapshot of Nu Sentral Mall’s weekly activities for April:

5-6 April

NU Kids Zone

Dance Artisan - dance and paint (Art pieces for sale at special price)

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12-13 April

Nu Kids Zone

YBhg Dato' Qayoom art sale

[12/4] Cultural Performance (2pm) Chinese Fusion (4pm & 6pm) Malay Dance

[13/4] Cultural Performance (2pm) Chinese Fusion (4pm & 6pm) Indian Dance

15-19 April

MCKL Students WIP on trees, structures wrapped with Plastic

20 April

MCKL Students to go round NU Sentral, brickfields & KL Sentral to exchange Eco bag with plastic bag.

25 April

6.00pm Malay traditional dance

8.00pm Malay Traditional dance

26-27 April

Shoppers write message on 12 x 8 board to form NU SENTRAL Word

Recycled Art Sculpture painting - engage shoppers too

-Ends-



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About MRCB

Malaysian Resources Corporation Berhad is a leading urban property and infrastructure developer in the country. The Group specialises in civil, environmental and energy infrastructure development including beach rehabilitation projects, road works, road concessions, educational colleges, hospitals, power plants, and is the nation's biggest developer of high-voltage transmission networks.

About Nu Sentral

Nu Sentral, which is positioned as the first transumer (transit consumers) 'green' lifestyle retail mall in Malaysia, is owned by Nu Sentral Sdn Bhd, a joint venture between MRCB and Pelaburan Hartanah Berhad (PHB). Nu Sentral offers a combination of connectivity, convenience and convergence to meet the ever-changing needs of retailers and consumers. Its ideal location is naturally enhanced by direct connectivity to the KL Sentral Monorail station and Stesen Sentral Kuala Lumpur.

About PHB

Established in May 2006, Pelaburan Hartanah Berhad (PHB) is a real estate investment holding company and a subsidiary of Yayasan Amanah Hartanah Bumiputera. PHB is founded on the following core principles; enhance shareholder and investor values, practice sound corporate governance, foster innovation and growth, cultivate talent and reward performance. PHB goal is to enable long-term growth through managing, investing in and expanding its core businesses in the prime commercial real estate investment sector.

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