

CHOCOLATE SALES & SUPPLIES SDN. BHD.

Company Reg. No. 132230-X

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PRESS RELEASE

RECORD SALES FOR MARS M&M IN MALAYSIA!



It's a real dynamic Celebration at Asia's premier airport – KLIA in Sepang, Malaysia.

Travellers to this airport (voted the World's Best Airport 2 years in row for the 15-25million Passengers Per Annum Category) are pleasantly surprised with generous Mars M&M chocolate samples which includes the worldwide Mars favourite "Celebration" chocolates and a grand Mars M&M display at the entrance of Choc Stop International, the World's Biggest Duty Free Award-Winning Airport Chocolate Shop. The satellite shop recently saw some impressive renovation to make shopping at Choc Stop more exciting! The joint grand promotion by Choc Stop, the country's leading duty-free chocolate importer, and Mars Holland, is organized to celebrate the start of another record year for sales of Mars M&M in duty-free Malaysia. The promotion at KLIA will run until August 31, 2007.

During the first two (2) months of the promotion (March & April 2007), we registered at increase of over 45% in sales for this reputable brand from Masterfoods, over the same period last year. Mars M&M is currently one of the top five (5) brands in the duty-free category for Choc Stop's shops which span from KLIA to Langkawi, Labuan and Kota Kinabalu in East Malaysia.

Mars, an international chocolate manufacturer and reputed to be the biggest exporter of quality premium chocolates has chosen KLIA Malaysia be the venue of their first major overseas promotion this year. For four (6) solid months, every visitor to the world's most exciting chocolate shop, Choc Stop KLIA, gets the chance to sample Mars's top favourites and purchase the chocolates with fantastic, irresistible offers – Buy 3, get 1 free! It is a known fact that Choc Stop's prices are the lowest in Asia's duty-free airports, making these very attractive for travellers to Malaysia.

Aside from great offers of the wide range of interesting Mars chocolates, shoppers who purchase over US\$25 worth of Mars M&M products get a chance to get exclusive, exquisite Mars M&M high quality premiums absolutely FREE!

From now until then, it's going to be a real CELEBRATION daily at the world's most tempting chocolate shop with over 1,000 varieties of the world's best chocolates – Choc Stop International!

For more information please contact:-

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