



PRESS RELEASE
For immediate release

GREAT EASTERN ADDS ANOTHER FEATHER TO ITS CAP

Kuala Lumpur - Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) was announced as the recipient for BrandLaureate 2008/2009 – Best Brands in Services Life Insurance under the Corporate Branding category by the Asia Pacific Brands Foundation. The award honours brands that have stood the test of time, maintained their distinction and quality, stayed relevant through innovation and are iconic brands in their own right. It is the second consecutive year that Great Eastern clinched the BrandLaureate Award. Prior to winning this award, Great Eastern was conferred the BrandLaureate Heritage Award 2007/2008 for Best Brands in Life Insurance.

‘This award definitely adds another feather to our cap’, said Mr Koh Yaw Hui, Chief Executive Officer of Great Eastern after receiving the award from former Prime Minister, Tun Abdullah bin Haji Ahmad Badawi. “This recognition represents another great achievement by the Company. It reflects the commitment of Great Eastern in delivering its brand promise through promoting good health, financial security and meaningful relationships to its 2.25 million policyholders,” adds Mr Koh.

The Company launched the yearlong ‘live100percent’ strategic branding campaign in conjunction with the 100th anniversary last year and engaged the policyholders to be part of the celebration. “The campaign, which included above-the-line advertising of billboards, TV commercials, radio advertisements, advertising in major dailies of English, Chinese, Malay and financial magazines including below-the-line communications, has made Great Eastern the top of the mind brand insurance among consumers,” added Mr Koh.

At the same time, Great Eastern enjoys a well-earned 100-year reputation for its brand values based very much around service excellence and its core values of integrity, initiative and involvement. For Great Eastern, its achievements, financial strength and quality service will go a long way towards establishing itself as a strong regional player with a strong global brand.

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About Us:

Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company and was later localized in 1999. The Company remained the largest and most established insurance company in Malaysia. With more than a century of experience and solid financial foundation, Great Eastern as at to date has assets in excess of RM33 billion. Today, Great Eastern has over 2.7 million policies in force, 24 Branch offices and a network of 17,000 agents nationwide. Its products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefits schemes. Great Eastern is a wholly owned subsidiary of Great Eastern Holdings Limited (GEH) and its parent company is Oversea-Chinese Banking Corporation Limited (OCBC).