



MEDIA RELEASE

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NESTLÉ ANNOUNCES 100 YEARS CELEBRATION

Kuala Lumpur, 21 October 2011 – Nestlé (Malaysia) Berhad today revealed that 2012 is going to be a year-long celebration of Good Food and Good Life as it embarks on its 100th anniversary in Malaysia.

Managing Director of Nestlé (Malaysia) Berhad, Mr. Peter R. Vogt, said that the 100th year milestone marks the Company's incredible journey and legacy in the last century, and how during that time Nestlé and its brands have been a part of many Malaysians' lives. It is also to mark the Company's pledge to continue their commitments to provide nourishing products for future generations of Malaysians.

Hence, the "100 Tahun Nestlé Di sisimu" theme, which means '100 years by your side', was chosen because Nestlé has been at the side of Malaysians for the past 100 years and will be for the next 100 years and beyond.

The year-long celebration will commence with a high profile launch event in March, followed by a Nestlé 100 Years Exhibition at Muzium Negara and the production of a coffee table book, which will chronicle a century of Malaysian operations.

In conjunction with the celebration the Company will also launch the 'Healthy Lifestyle Programme' in 100 Boarding Schools and 100,000 Nestlé Nutritious Meal-Boxes which will be part of the Company's Creating Shared Value (CSV) initiatives.

"Creating Shared Value is not just about how we conduct business but also how we create value for society. It's a fundamental part of our business strategy as it is vital to the welfare of the communities we operate in. A few weeks ago we launched the RiLeaf project in the Kinabatangan region in Sabah, and to reflect our 100 years anniversary, we have pledged to plant in 2012 over 100,000 trees along the Kinabatangan River, to help reforest and rehabilitate the river and the environment along the riverbanks" Vogt said.

On the consumer front, Nestlé has planned several activities for them to be part of the celebration. These include contests and product promotions, and will reflect how Nestlé will continue to be a part of the lives of all Malaysians for many more years to come.

*Issued by **WestCoast Communications Sdn. Bhd.** on behalf of Nestlé (Malaysia) Berhad.
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