



Media Release

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AmAssurance wins Regional Outstanding Entrepreneurship Award 2008

AmAssurance Berhad ("AmAssurance") recently won the Regional Outstanding Entrepreneurship Award 2008 at the Asia Pacific Entrepreneurship Award 2008 (APEA) in Kuala Lumpur Convention Centre for continuous business growth whilst being benchmarked for best practices, investment in people, recognition of past and current efforts as well as continued publicity and public attention.

Chairman of AmBank Group, Tan Sri Dato' Azman Hashim, received the award on behalf of AmAssurance from the Minister of Entrepreneur and Cooperative Development, YB Datuk Noh Omar. Also in attendance was the Chief Executive Officer of AmAssurance Berhad, Mr Ng Lian Lu.

"We are delighted to win this award as this is a milestone in AmAssurance's history. Being selected out of 600 organisations is an achievement. It will definitely spur AmAssurance to greater heights using best practices to promote the growth of our business and bringing the finest products to our clients," said Tan Sri Dato' Azman.

The APEA Awards 2008 are accorded to the exemplary few who have shown outstanding performance in their execution of vision, brand and strategy. The Malaysian winners will then join their counterparts from Singapore, Thailand,

Indonesia, and another 12 countries in Hangzhou, China in 2009 for the region's largest forum on entrepreneurship.

About AmAssurance Berhad

AmAssurance is a distinctive brand name of quality in the Malaysian insurance industry. Behind AmAssurance are strong regional and international franchises – AmBank Group, a leading regional banking group and IAG Pty Limited, Australia's largest insurance company established more than 130 years ago, with operations worldwide. AmAssurance's business is generated from a comprehensive range of life and general insurance solutions via over 200 AmAssurance and AmBank branches serviced by 4,000 representatives nationwide. With a 35 year track record and over RM2 billion of assets under management, it has positively touched the lives of millions of Malaysians. Being one of the largest motor insurers, AmAssurance is rapidly gaining position as the "preferred" and one of the most competitive insurance service providers.

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