



Here you go: Lee (second from right) presenting a token of appreciation to Ngiam (second from left) for hosting the MRCA monthly meeting. With them are MRCA deputy president Datuk Tay Sim Kim (left) and MRCA secretary-general Nelson Kwok.

# Reaching out to retailers

## Star Publications becomes the latest member of association

By THO XIN YI  
thoxinyi@thestar.com.my

STAR Publications (M) Bhd, as the latest associate member of the Malaysian Retailer-Chains Association (MRCA), presented a special gift to every member who attended the November monthly meeting.

The gifts, which cost RM2.5mil, came in the form of free airtime on STARfm worth RM20,000.

Held at the Star Media Hub in Bukit Jelutong, Shah Alam, the meeting also provided an opportunity for the MRCA members to get behind the scene and see for themselves how newspapers are printed.

They were excited to be the first in the nation to read copies of *StarTwo* that were fresh off the press.

Star Publications managing director and chief executive officer Datin Linda Ngiam said the group was closely related to the retailing industry as its products — *The Star* and other publications — were sold through chains, book stores, shopping malls and newsstands.

She added that *The Star* was a member of Asia News Network and its presence could also be felt online through its e-paper and other portals.

"Therefore, we can bring you value through many channels," she said.

MRCA president Lee Hwa Cheng said the invitation to join MRCA was exclusive to the top three players in each industry.

Currently, the association has 181 members and it aims to have 200 in the next three months.

"Almost all of our members have cooperated with Star Publications in one way or another.

"With the group in MRCA, I believe MRCA will be brought to a higher level," Lee said.

As the only retailer chains association in Malaysia, MRCA aspired to create a highly supportive environment for its members to build their business and pool their ideas, experiences and efforts together.

"We meet every month at our members' premises to get a different experience," Lee said.



Up close: Star Publications executive director Ng Beng Lye (left) showing Lee how the printing press works.

Christmas

# SALE

27 Nov 2009 - 3 Jan 2010

# SILKYGIRL

MediaCorp Artiste: Felicia Chin

Limited Edition

Best Buy

## 12<sup>90</sup>

each

Duo Eye Shadow

New

Best Buy

## 19<sup>90</sup>

each

My Style EDT 50ml

Take part in the "What's your BFF's (Best Friends Forever) SILKYGIRL style?" online contest and stand a chance to win attractive prizes!

For more details and information, please log on to [www.silkycosmetics.com](http://www.silkycosmetics.com)

Our Pharmacists are always on duty throughout business hours

Complex Outlets:

- Pudu, KL 03-9223 1928
- Taman Muda, Cheras, KL 03-4295 6988
- Taman Tenaga, Cheras, KL 03-9173 6988
- Taman Overseas Union, KL 03-7782 6988
- Taman Kok Lian, KL 03-6252 2348
- Taman Sri Petaling, KL 03-9057 1928
- Lucky Garden, Bangsar, KL 03-2093 9928
- Taman Kinrara, Puchong, KL 03-8070 9928

- IOI Mall, Puchong 03-8076 2698
- Pavilion, KL 03-2142 2928
- Sungei Wang Plaza, KL 03-2142 9928
- Bangsar Village, KL 03-2287 8928
- Hartamas Shopping Centre, KL 03-6201 0879
- AEON Bukit Tinggi, Klang 03-3326 2598
- 1 Utama Shopping Centre, PJ 03-7728 1928
- Subang Parade, PJ 03-5632 9928
- Mid Valley Megamall, KL 03-2282 8928
- Sunway Pyramid, PJ 03-5632 7928
- Mid Point Shopping Centre, KL 03-9274 8928
- Tropicana City Mall, PJ 03-7727 6918
- The Store @ Sri Petaling, KL 03-9057 5928

- Happy Garden, Sec.17, PJ 03-7958 8839
- Sea Park, PJ 03-7877 5988
- SS2, PJ 03-7877 7879
- Jalan Barat, PJ 03-7954 9928
- Section 14, PJ 03-7957 7928
- USJ1, Subang Jaya, PJ 03-5637 8928
- Klang Town 03-3343 1928
- PJ Old Town 03-7783 7928
- Kuchai Entrepreneurs Park 03-7987 1928
- Taman Selayang Jaya 03-6138 9928
- Kelana Jaya, PJ 03-7805 5928
- Taman Tun Dr. Ismail, KL 03-7710 4928
- Taipan USJ, Subang Jaya 03-5632 2928
- SS15, Subang 03-5621 2928

All prices are correct at the time of printing and subject to change without prior notice. While all care has been taken in preparing the advertisement, we apologise for any mistakes that may arise. Promotion last until 3 JAN 2010 or while stocks last only. Offers not valid for all CARING @ Tesco Outlets. B.PGK/WP/JM/3624/09