

BRAND NEWS

Pensonic Corporate Newsletter 2012 . for internal circulation only

PENSONIC

Your Enjoyment



• home appliances

• audio

• visual

• air conditioner



Thank You!

For Making Us Proud



The Most Promising Brand of the Year by Putra Brand Awards.



Because of you, we have made it again at the Putra Brand Awards, for being awarded "The Most Promising Brand of the Year".

It is a true privilege to receive the country's most prestigious award from the Deputy Prime Minister - Y.A.B. TAN SRI DATO' HAJI MUHYIDDIN BIN MOHD.YASSIN.

We will strive to bring you more enjoyment and we wish to exceed your expectation by providing you products with the finest quality.

Putra Brand Awards

Venue : One World Hotel, Grand ballroom

Date : 24th April 2012

Having been the recipient of "The Putra Brand Awards 2011 Special Mention Award in Personal Household and Outdoor Appliances by Matrade" in 2011, this time, Pensonic achieved even greater success. Crowning "the Most Promising Brand of the Year" by Putra Brand Awards, Pensonic's Managing Director Mr. Dixon Chew felt honored to be handed the award by the Deputy Prime Minister Yang Amat Berhormat Tan Sri Dato' Hj Muhyiddin Hj Mohd Yassin.

The annual Putra Brand Awards, organised by The Association of Accredited Advertising Agents Malaysia (4As), is the largest consumer-based sampling of its kind in Malaysia, measuring brands through four key attributes; growth, relevance, confidence and differentiation, where Malaysian consumers themselves are the judges.

The winners were decided based on results from a rigorous research methodology through an online poll survey of some 6,000 consumers nationwide to determine Malaysia's favourite brands in 18 categories. Pensonic is honoured to be chosen as the promising brand and shall continue bringing more enjoyment to mass consumers and also wish to exceed consumers' expectation by providing products of the finest quality.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —



Putra Brand
Awards 2010



Putra Brand
Awards 2011



Putra Brand
Awards 2012



Honorary Award by PUMM (Top 50 Enterprise Award)

Venue : Equatorial Hotel, Penang

Date : 26th November 2011

Pensonic was proud to being awarded the Honorary Award by the Young Entrepreneurs' Association of Malaysia (PUMM). It is the highest compliment one can get in recognition of its contribution to the local economy growth and for its business excellence.

Aspire to unite all efforts of young entrepreneurs into a consortium, PUMM strives to assist entrepreneurs in developing viable projects and supporting their proposals for financial and non-financial support and assistance. It is also bound to create public awareness towards the successes and accomplishments of Malaysian entrepreneurs and provides a national and eventually global network and linkage for possible collaboration and joint entrepreneurial programs for all its members and entrepreneurs.

The recipient of the award of the night, Pensonic Managing Director Mr Dixon Chew said despite facing stern tests in this ever competitive industry, Pensonic remained to be the leader of the industry locally and shall continuously excel in the production of own manufacturing products through Research and Development.





Pensonic Annual Dinner 2012

Venue : Ixora Hotel, Grand Ballroom Level 1
Date : 27th January 2012

The Pensonic Holdings Berhad's 2012 Annual Dinner was held at the Ixora Hotel on 27th January 2012. The event was well attended and the guests of honour for the night were Yang Berhormat Law Choo Kian, the State Executive Councilor and Batu Kawan division chief, Yang Berhormat Jason Ong Khan Lee, the Member of the Legislative Assembly Penang, and his wife.

The evening kicked off in fine style with 'bingo', whereby each table's members were heavily involved in the game in order to win the RM1,000 cash prize.

Prior to the first serving of the 8-course meal, the group's Managing Director – Mr. Dixon Chew gave a welcome speech on the stage. This was followed by an award presentation



ceremony by the founder cum Executive Chairman of Pensonic Holdings Berhad, to the long-serving staffs in appreciation of their unfailing commitment to the company.

Audiences were entertained by some great dancing and singing performance by the dancers and singers. The night reached its boiling point when Mr. Dixon Chew picked the winners of the lucky draw from the lucky draw box. The grand prize winner walked away with Pensonic's 42' LCD TV.

The dinner ended at 10.30pm. It was an excellent evening of celebration that ended with dances and photo shooting from all the attendees.





Pensonic 30th Anniversary Logo Design Contest Press Conference

Venue : Aseana Café Bar, Straits Quay, Penang
Date : 21st October 2011

Held at Aseana Café Bar in Penang on 21st October 2011, Pensonic has launched a press conference to announce the 5 finalists of the company's 30th Anniversary Logo Design Contest. The contest is part of Pensonic's 30th Anniversary celebration projects.

The Logo Design Contest provides a great platform for our country's talented designers and the public to have their ideas and creativities exposed to the public. Only one entry per contestant is allowed and it is opened to Malaysians who are 18 years of age and above. Since the launch of the contest on the company's Facebook fan page, Pensonic has received hundreds of submissions from the public; with many of them are young adults.

Each finalist performed an oral presentation to the media in the press conference in relation to his / her artwork. The grand winner of the Logo Design Contest – Mr. Redysaferi bin Mohamad Ramli won a total cash prize of RM5, 000, along with RM10, 000 worth of Pensonic products. Among the product prizes include 32" LCD TV, Natural Pure Water System, Nutri de Blender and Washing Machine.

On top of that, Pensonic launched the company's new website on the same day. The new website promises to be able to catch the eyes of the public with its interactive features, and all pages are filled with striking images.





Pensonic 30th Anniversary

From a humble beginning in 1965 when it started out as a small retail shop namely Keat Radio and Electrical Co., to brand establishment in year 1982, Pensonic is now registered in more than 20 countries and employs over 600 staffs in Asia region.

As Pensonic is entering its 3rd decade, it is mapping out further expansion plans which will see it grow its existing network, looking to move into new emerging markets.

Also high on the agenda is a commitment to embrace new technologies and as such, Pensonic has invested a huge amount of money into its own R&D sector. Under the Economic Transformation Programme, Pensonic will spearhead an initiative to establish a manufacturing hub and international distribution network of Electrical Home Appliances (EHA) and an international distribution network.

Coinciding with its 30th birthday, Pensonic is moving its Penang headquarters to larger premises at Bukit Minyak, which occupies more than 1.85 acres of land. The new plant is scheduled to be able to commence operation by year 2014. The new plant features a better-equipped R&D centre in order to help expand the business in a wider scope and eventually exaggerate the brand exposure to more countries and also to widen the market in the global industry.

One of Pensonic's key differentiators, developed through its 30 years of experience in this highly competitive industry, is the ability to handle even the most complex of situation. There are times when the economy of the country is at the lowest point, rejection to use local products by the nations and also the influx of exotic products. However, through some exceptional marketing strategies and strong brand reputation, Pensonic is able to rise above the obstacles.

Multiples prestigious awards are being awarded to Pensonic such as the Brand Excellence Award, Putra Brand Awards, The Best Brand in Consumer in Electrical Home Appliances by The Brand Laureate Awards, and the list goes on. The awards serve as recognition of the contribution Pensonic has made to the development of the country's economy, and also as a reward for constantly producing high quality and excellent electrical home appliances to the mass consumers.

For the past few years, Pensonic has been aggressively involved in various branding activities. The result is significant and the company would make sure all efforts are not squandered, but to continue in seeking for the best possible ways to promote and enhance the brand image. One of the best examples is the engagement of Pensonic Friends since 2005. This year in particular, Pensonic has reunited some of the most famous models, celebrities and style icons in Malaysia, such as Amber Chia, Steve Yap, Chef Ismail etc, to witness the amazing milestone and hoping with the very healthy and outstanding images of each Pensonic Friend, they could contribute much success to the brand of the company.

Recently, Pensonic has also unveiled the new commemorative logo, celebrating 30 phenomenal years in this ever competitive industry. The logo is chosen among hundreds of participants from their '30th Anniversary Logo Design Contest' and will be applied on most of the company's advertising and promotional items. The impressive design is inspired by the unity of everyone who is connected to the company. It signifies the appreciation of the company to those who has contributed so much to the success to the company.

The global financial climate is unpredictable and it will surely bring a massive impact to all the small and medium enterprises in our country. Nonetheless, Pensonic believes with its vision and reputable brand image, it will be able to grow from strength to strength and eventually build its own name on the international stage.





17th AGM & EGM

Venue : Evergreen Laurel Hotel, Penang
Date : 25th November 2011

The 17th Annual General Meeting and Extraordinary General Meeting had been held at Penang's Evergreen Laurel Hotel on 25th November 2011.

The annual meeting was attended by approximately 100 shareholders. At the meeting, Pensonic Holdings Berhad had announced the group's 2011 financial result. There was a slight decline of revenue in comparison to 2010, whereby the profit for 2011 was recorded at RM3,015k, a drop of 4.8%.



Despite the slender cutback, the future financial state of Pensonic Holdings Berhad is at a very healthy margin. In 2012, certain 30th Anniversary celebratory events and roadshows would certainly boost the sales of the company's products and hence we would see a significant growth in the revenue.

Prior to dismissal of the meeting, some brand new products' TV commercials were being played to the shareholders. Certain hot-selling products like Nutri de Blender and Eco Thermo Pot were being on sale at enticing price.





A Visit to Pensonic By Astro Happy Dragon

Venue : KL Showroom & Customer Care Centre
Petaling Jaya, Selangor
Date : 4th January 2012
Time : 1.30pm - 2.30pm



The lunch hours at Pensonic KL showroom and customer care centre promised to be a noon not to be forgotten. On 4th January 2012, ASTRO has paid a surprised visit to the premises of Pensonic showroom to promote happiness to the employees of Pensonic.

This event was in conjunction with the launch of ASTRO's Dragon Year's mascot, namely the Happy Dragon. Along with several staffs from ASTRO, the Happy Dragon were escorted by

Pensonic personnel to visit the premises of Pensonic before an hour of non-stopping fun.

During the "Laugh-and-Claim" session, every Pensonic staffs queued to 'LOL' in front of the rear door of ASTRO's truck. In return, they could walk away with some pretty cool prizes such as the Happy Dragon's plush toys, goodie bags, CDs, hampers etc. Whoever laughed out with the highest decible walked away with some really scrumptious prizes.





MERDEKA Charity CARNIVAL 27 AUG 11

国庆义卖游园会

Merdeka Charity Carnival

Venue : Penang International Sports Arena (PISA)
Date : 27th August 2011

A charity event has been held at PISA, Penang on 27th August 2011. The event, namely Merdeka Charity Carnival was sponsored by Hong Leong Foundation, with joint organizers such as Asia Community Service (ACS), Pearl Jaycees (JCI Pearl) and Engtek Community Service (ECS). The objective of the charity event is to raise RM300, 000 for the benefit of some Non-Government Organizations and also to six high and primary schools in Penang.

Pensonic is proud to be one of the sponsors and was the only electrical appliances company who has set up a booth in the charity carnival. We have displayed a wide range of kitchen appliances like blenders, coffee makers, rice cookers, oven toasters and et cetera. There was a product demonstration using Pensonic's hot-seller Nutri de Blender, and it was being given a great reception by the public. A total amount of more than RM3, 000 is being raised to help the above-mentioned societies.

The arrival of the Chief Minister of Penang, YAB Tuan Lim Guan Eng graced the charity carnival. Throughout the seven-hour event, there were interesting programs like game shows, colouring contest for kids, magic show and rat race. The event has drawn to a close at 6.00pm, and the event proved to be a successful fund-raising charity show.





Malaysia Charity Education Ride

Venue : Straits Quay, Penang

Date : 25th September 2011

In the early morning of 25th September 2011, a charity event in the name of "1 Malaysia Charity Ride for Education 2011" was successfully held in Straits Quay, Penang. It was organized by Kwong Wah Yit Poh and the One Malaysia Committee. Being one of the sponsors, Pensonic, led by the Group Managing Director, Dixon Chew attended the event together with some of the company's staffs.

Clad in T-shirts with the 1 Malaysia logo, more than 20,000 participants from 15 schools had been making their way to Straits Quay, Penang. The enthusiastic students brought along the Jalur Gemilang to welcome our Prime Minister Datuk Seri Najib Tun Razak. Accompanied by Penang Chief Minister Lim Guan Eng and Minister in the Prime Minister's Department Koh Tsu Koon, he and some 20,000 other cyclists pedalled for some 7km along the scenic Tanjong Tokong-Gurney Drive-Tanjong Tokong route while the participants continued with their 17km-journey. Pensonic's Group Managing Director along with several company employees also joined in the ride.

The event successfully raised a total of RM15mil for 15 Chinese secondary schools in the state. Representatives from the benefited schools were elated when they each received a cheque of RM1mil from the Prime Minister. The funds were contributed by the public and 1 Malaysia Development Bhd (1MDB). Pensonic also sponsored RM15, 000 worth of cash and products for the charity ride.



Nutri De Blender

Pure Nutrition, Pure Power



PNB-1 Demonstration

Venue : SenQ Puchong IOI Mall

Date : 27th - 28th August 2011



Due to the high demand of Pensonic's Nutri De Blender, Pensonic has held a product demonstration at Sen-Q, Puchong IOI Mall on 27th August 2011 and 28th August 2011.

The product demonstration is aimed to create awareness among the public the importance of living a healthy lifestyle by adapting healthy drinking. Through the product demonstration, the public is aware of the benefits of the Nutri de Blender, and at the same time managed to witness the multi-usages of the highly talked-about blender.

Our demonstrator has demonstrated the blending of mixed fruit juice, soya bean and mushroom soup. These beverages are believed to contain a lot of nutrients which are needed by our bodies. Pensonic is pleased to receive good responses from the public, and many have made enquiries about the hot-selling product since then. Sen Heng, the leading electrical appliances company in Malaysia will work closely with Pensonic to promote the product to the public in near future.





NTV7 Yuan Carnival

Venue : Han Chiang High School, Penang
Date : 13th - 14th August 2011



One of the most happening events in the name of 'NTV 7 Yuan Carnival' has been held at Han Chiang High School (Penang) on 13th and 14th August 2011, from 8.00a.m. to 6.30p.m. Pensonic was proud to be one of the sponsors, and has set up a booth in the Han Chiang school hall.

Many programs were being held like the 'spin & win' lucky draw, products demonstration, survey forms distribution and et cetera. The 'spin & win' lucky draw was opened to the public and it attracted hundreds of participants. Lots of cool & attractive prizes are given out to the lucky spinners.



Apart from the lucky draw, our products demonstration has been given a very warm welcome by the attendants. On Day 1, our event staffs demonstrated how to cook sumptuous mushroom soup and fresh healthy apple juice using one of the Pensonic's best sellers 'Nutri de Blender' PNB-1.

On Day 2, more toothsome beverages were produced for the public using our blender. Aromatic hot coffee was also made using our red hot latest product 'Eco Thermo Pot'. Those who have tasted our hot coffee just couldn't get enough of it.

Numerous Meet & Greet Programs were being held as well. The public stood a chance to meet their favorite celebrities from TV Programs like Women's Zone, The Perfect Gentlemen, Nasi Lemak 2.0, Forget Me Not and Taiwan Tornado.





Year End Warehouse Sales

Venue : Pensonic HQ, Juru
Date : 2nd - 4th December 2011
Time : 9.30am - 6.00pm

It was the time of the year when everybody will be pouring into Pensonic premises to do their shopping at Pensonic's Year End Sales. Pensonic's Year End Sales lasted for 3 days from 2nd to 4th December 2011.

The main objective of the warehouse sales was to clear out all the seasoned electrical appliances, and at the same time to repay the loyalty of the customers with extreme low priced items.



All employees helped out at the warehouse sales from scratch, and everybody carried out their duty responsibly. Before the sun even nosed up into the sky, there were already shoppers aplenty, waiting outside of the guard house waiting to grab their preferred electrical appliances.

Apart from selling the old and accumulated stock, Pensonic also set up a booth to promote the sales of the latest product – Eco Thermo Pot. Many attendees showed their admiration towards the cute little water boiler, and some had even bought a few for their friends and relatives.





Pensonic New Manufacturing Hub

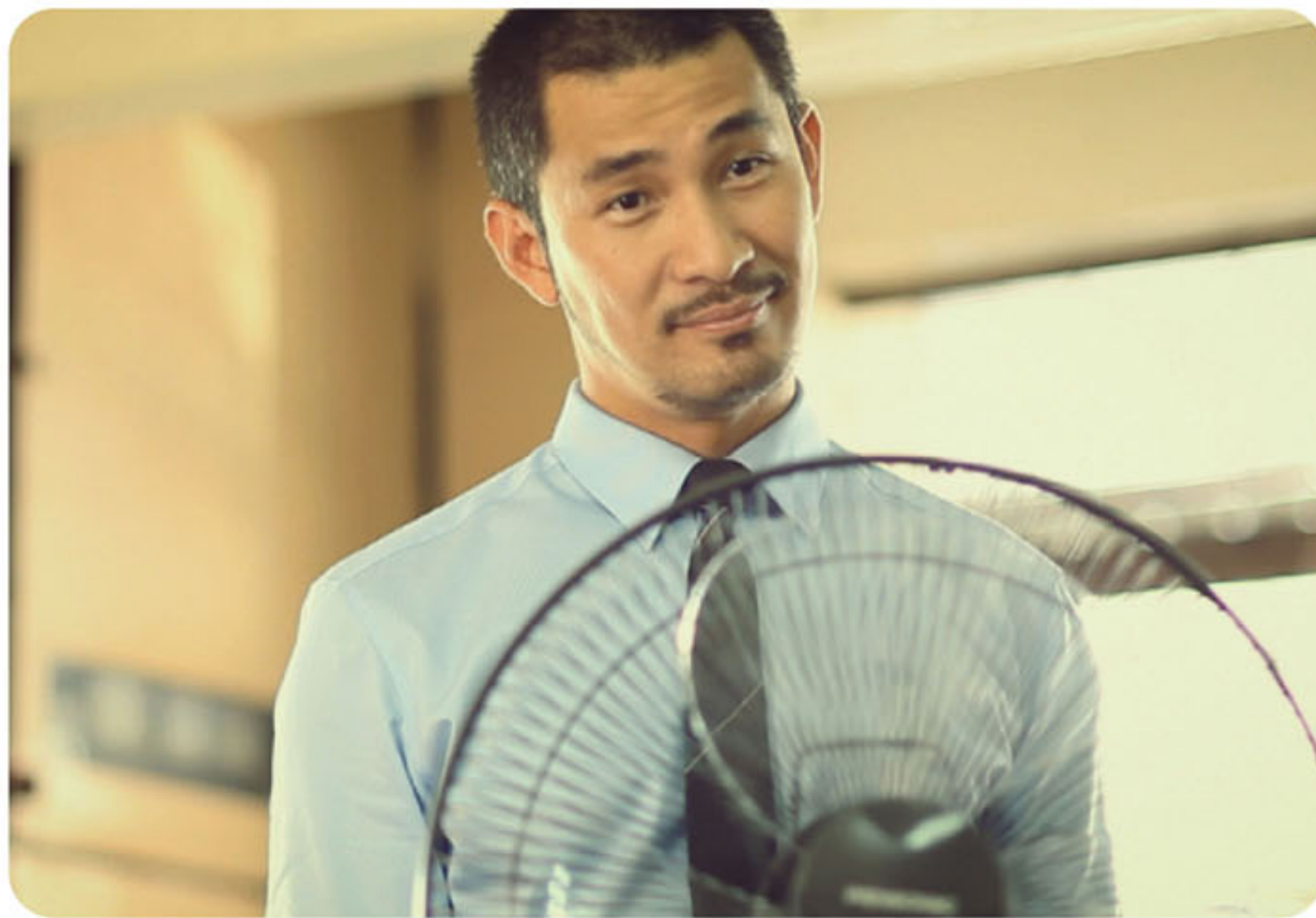
In year 2011, Malaysian government has established an Economic Transformation Programme in turn Malaysia into a high income economy by the year 2020. Under this transformation programme, Pensonic is one of the few companies to have been listed to spearhead an initiative to establish a manufacturing hub and international distribution network of Electrical Home Appliance (EHA) and an international distribution network.

To eventually involved in the ETP, Pensonic has invested RM250 million to set up its manufacturing hub to accommodate the ever increasing business volume and looking to expand the business beyond Asia. Pensonic has acquired a piece of land which occupies more than 1.85 acres of ground to build the new plant. It is estimated to be able to commence operation by end of year 2013.

The new plant features a better-equipped R&D centre in order to carry out own product development and product testing. The 4-storeys eco green building adopted the concept of environmentally friendly construction. It fully utilizes the "passive cooling" concept by employing measures such as shading, building orientation and solar powered generation. It is more energy efficient to provide a sustainable working environment in the longer run.

Apart from that, the outstanding building is equipped with some modern facilities like the exquisite show room, grand ballroom, lifestyle-based canteen, leisure room etc. The company vows to offer pretty much every amenity that even the choosiest employee could ask for. All these employees' incentives appeal to young people fresh out of college and encourage the younger generations to contribute to the growth of the company. Pensonic believes that giving employees enough reasons to stick around and it will likely to see the productivity go up. Why head home when everything you need is at work?





The Making of Pensonic **BOLD** Fan TVC TO BE LONG

Venue : 大华茶餐室
Date : 6th March 2012

On 6th March 2012, the coffee shop at PJ Old Town was destined to be a crowd attraction. It was the Pensonic Bold Fan commercial shooting. The crews of Xuan Works Production had been setting up the shooting scene since early in the morning.

The shooting of the TVC began at 10am. Even before the camera started rolling, the casts were all in droll mood. Everyone was laughing and cachinnating at the hilarious postures and interpretation of the casts during the video shooting.



scan to watch
"the making of BOLD fan commercial"

最緊要是衫用
ONE to ONE
exchange warranty



The story of the commercial took place in an old-fashioned coffee shop, whereby a salesman was selling his fan to 2 customers in the coffee shop, until he was then being shoved to the side by a salesman Steve Yap with a BOLD Fan. Everybody in the coffee shop was stunned by the outstanding features and the appearance of the BOLD Fan and dreamt to own one. The director of the TVC shot the video in a typical comical manner in order to capture the audiences' attention.

Although it was very tiring, everyone who was involved in the commercial enjoyed the entire shooting process. Within a week after the commercial was being played on Youtube, the commercial has accumulated approximately 100 thousands of 'LIKE' for 3 different language versions. The commercial proved to be a success, and it subsequently boost the sales of Pensonic BOLD Fan.



**BOLD TO BE
LONG!!**
ONE to ONE
exchange warranty



PSF-46A
16" Stand Fan



PF-45A
16" Table Fan



PF-35A
12" Table Fan



BOLD
TO BE LONG

Pensonic BOLD Fan comes with powerful motor, aided with huge fan blades and sturdy base, guarantee you a fanning experience like never before.

What's more, 1to1 exchange warranty within the first year is going to be too big a hit to be missed.



Scan to watch the TV Commercial of
Pensonic Bold Fan



Amber at BrandLaureate Awards

Venue : Sunway Resort and Spa
Date : 8th May 2012

A massive achievement from our Pensonic Friend, Amber Chia, for being awarded 'The BrandLaureate Country Branding Award' on 8th May 2012 by the BrandLaureate Awards.

Amber – Malaysia's first International Top Model began her career as a local model and then embarked on a greater journey to become one of the world's well-known icons in the modeling community. Engaged with Pensonic in year 2005 to be one of the 12 Pensonic Friends, Amber has always dedicated her times and efforts to help Pensonic promote the brand.

Now being the mother of a son, Amber's career is reaching to a new height, winning multiples prestigious awards and has also set up her own academy. Pensonic is proud to have Amber in this huge family, and hopes she achieves even greater success in future.

For more info on Amber's academy, please visit http://www.amberchia.com/academy/Amber_Chia_Academy/Welcome.html





Olivia Ong Valentine LIVE Concert in Malaysia

Venue : Dewan Wawasan, Menara PGRM

Date : 11th February 2012, 8.00pm

Love at first sight or the moment when your loved ones planted a raspberry on your cheek? These are the moments to be treasured and remembered forever.

To repay the loyalty of the local fans and supporters, Olivia Ong has held a romantic concert for the first time; LIVE in Malaysia on 11th February 2012 at Dewan Wawasan, Menara PGRM. Pensonic is proud to be one of the sponsors for this event.

Olivia Ong, an internationally-acclaimed jazz songstress from Taiwan was delighted to name "Are You Ready for Love" as the theme of the concert as she hoped everyone is ready to 'love'. The concert turned out to be a success, as beautiful love songs crooned the 3,000-strong crowd in the full house hall.

Pensonic fans who previously had participated in Pensonic's Facebook Contest had the chance to win tickets to attend the said concert. 15 winners were picked to win the passes, and each of the winners were allowed to bring along their partner to attend the romantic concert.

"Your Loving Moment"
contest

Post your love story to Pensonic Facebook before **6th February 2012** to stand a chance to win **2 complimentary passes** to Olivia Ong (王偊婷) **Are U Ready for Love?** Concert.

Only 15 sets of tickets are available. Hurry, don't miss this opportunity.

Olivia Ong
情人节
拉阔音乐会
Valentine LIVE in Malaysia

Date **11th February 2012 (Saturday)**
Venue **Dewan Wawasan, Menara PGRM**
Time **8pm**

PENSONIC
Your Enjoyment




巾幗英雄之義海豪情

N o R e g r e t s



Channel 311,
Astro Wah Lai Toi

Pensonic collaborated with Astro Wah Lai Toi to present the audiences the highly anticipated drama of the year, 'No Regrets'. The 32-episode drama is the spin-off successor of the 2009 award-winning drama Rosy Business, which was the second most-viewed drama of the year in Hong Kong.

Starred by some notable yet experienced artists with the likes of Sheren Tang, Wayne Lai, Raymond Wong, Fala Chen and Pierre Ngo, the drama set a new record in audience rating in local's TV drama. The story takes place in 1930's Guangzhou where corruption runs as smooth as water. The whole city, including law enforcement agencies is run by the triads. One of the most powerful men in Guangzhou is Cheng Long Kwan (Elliot Yue), who has high hopes for his daughter, Cheng Gau Mui (Sheren Tang) to take over as boss. Police officer, Lau Sing (Wayne Lai) constantly finds himself making sacrifices for people around

No Regrets - High Fun Tea

Venue : JW Marriot Hotel, Kuala Lumpur

Date : 26th November 2011

him. He soon begins doing errands for Cheng Gau Mui so he can raise enough money to make ends meet and pay for his sister's surgery. Family ties, love and moral values are put to the test when the Japanese invade China, forcing the local residents to produce, sell and buy opium.

In conjunction with the nationwide broadcasting of the drama, Pensonic joined hands with Astro to hold a 'High Fun Tea' at JW Marriot Hotel in Kuala Lumpur on 26th November 2011. Among the 'No Regrets' artists who attended the High Fun Tea were Wayne Lai, Pierre Ngo, Raymond Wong and co. They were having close interactions with the fans and also to play games with them. Pensonic hopes with the organization of such event, the fans will be soaked in happiness, just like Pensonic, always brings you the utmost enjoyment in your life.





Those who have been selected to attend the High Fun Tea were winners from the company's Facebook slogan contest. All the contestants made their best attempts to come out with their most creative slogans in order to win the passes to the 'No Regrets' High Fun Tea.

Lucky consumers who purchased Pensonic's Eco Thermo Pot or Nutri de Blender during the promotional period and sent in their warranty cards were also given passes to see the superstars LIVE during the High Fun Tea.

There was also a lucky draw session, whereby each artist picked their own lucky winner. The selected winners walked away with Pensonic's DVD player.



爱情是寂寞的终结还是.....开始?



feel good
www.ntv7.com.my
a media prima company

Laws of Attraction Press Release

Venue : Tease Restaurant
Date : 20th March 2012

The casts of 'Laws of Attraction', along with the drama's director had all gathered at Tease Restaurant in Subang Avenue to attend a press conference, held by NTV7. Pensonic is proud to be one of the main sponsors of the drama.

'Laws of Attraction' is a 25-episodes humorous, warm and romantic city life sketch drama. It brought together a strong local team of actors, such as Wayne Chua, Frederick Lee, Tiffany Leong, Steve Yap, Aenie Wong, Kyo Chen, Angie Seow, and Ernest Chong. The series is rife with stories ranging from passionate love to vile, ugly heartbreak. The character's stories weave in and out of each other, producing a tapestry of love and lust, of melancholy, and redemption.

During the press conference, the casts were being thrown a series of questions by the journalists. They responded to each questions in a lively but professional manner. There were a lot of interactions amongst the 'couples' in the drama. Thousands of photos were being captured at the end of the press conference. All the celebrities killed the films with their stylish and sweet postures.

In order to repay the loyalty of the audiences, Pensonic had worked together with NTV7 to initiate a contest. After each showing of the drama from Monday to Thursday, the fans ought to answer a question posted on NTV7 and Pensonic Facebook. Each week, NTV7 picked a winner who provided the best slogan with correct answers. All the fascinating prizes are sponsored by Pensonic.



BE THE 1ST

follow us at :



facebook.



You Tube



twitter

Be the first to catch the latest happenings at Pensonic through Facebook, Twitter and YouTube, be it new product launching, contests, commercial footage, news of Pensonic Friends etc... What's more, you'll be having lots of opportunities to win some really cool and amazing Pensonic products when you join our contests.

We will constantly update you with the latest cool electrical appliances in the town and surprise you with a lot of fantastic freebies and giveaways. Now with the advance mobile devices, you could connect to us everywhere on the go. You certainly don't want to be the last to know!



'Siapa Di Rumah' Press Conference

Venue : House + Co, Bangsar

Date : 9th May 2012



Channel 104, Astro Ria



Starting from 20th May 2012, Astro RIA (Channel 104) would be broadcasting 'Siapa Di Rumah' every Sunday at 7.30pm. Pensonic is proud to be the main sponsor of the program.

In conjunction with the broadcasting of the show, Astro had held a press conference of the said show at Bangsar on 9th May 2012. Among the attendees were the main character in the show – Dato Chef Ismail, accompanied by Alan Yun, Astro's representative and Pensonic's Marketing Director, Mr Nelson Chew.

'Siapa di Rumah' is a 30-minutes show which featured Dato' Chef Ismail, the host, paid visitations to some of the local celebrities' residences. During the 7 episodes, Dato' Chef Ismail

shared the celebrities' inspiration behind their successes and creativity of their home décor. It was a reality show which also featured some scrumptious cuisine and special dishes prepared exclusively by the guests along with Dato' Chef Ismail.

In the press conference, Dato' Chef Ismail shared some pleasant conversations and those unforgettable moments with the journalists over his experience while visiting the guests' residences.

Refreshment was being served at the end of the press conference. There were lucky draws for the attendees, whereby Pensonic gave away 5 units of BOLD Fan to 5 lucky winners.



PENSONIC

Carinae LEDs

Your Star Tales



Save
80% Energy with
PENSONIC LED

Committed to providing lighting of the highest quality in a way that is responsible to the environment, Pensionic proudly presents you Carinae LED Light Bulbs.

Eliminate the growing concern of carbon emissions produced from lighting devices, as Carinae LED light bulbs offer superior energy efficiency. Not only is it able to save up to 80% energy, it actually produces better light quality than a standard bulb. These low energy consumption bulbs feature incredible long lifespan, and help prevent hassle of changing the bulbs frequently.

Whilst Carinae LED light bulbs contain zero mercury and other poisonous gases, it also does not produce significant amount of heat, making it a truly eco-friendly lighting device.





Jug Kettle • PAB-170CS

- 1.7L
- 1850-2200W
- Cordless
- Original UK Strix Control
- Auto Switch Off
- Water Level Indicator
- Stainless Steel Body
- Illuminated On/Off Switch



Toaster • PT-928

- 2 Slices • 750W
- Wide Slots (30mm)
- Browning Control Knob
- Cancel Button
- Removeable Crumb Tray for Easy Cleaning
- Extra-lift, Auto Safety Shut-off & Auto-centering Tray



Water Dispenser • PWD-700

- 680W
- Stopcock Button
- Water Level Indicator
- Overheat Safety Protection
- Auto Boil and Reboil Function
- Keep Warm Function
- Easy-to-Use Operation Button



Dish Dryer • PDD-10

- 180-214W
- Capacity for 6-person
- Additional Fork & Spoon Rack
- High Efficiency Heating Plate with Even Warm Air Distribution
- Timer (mins): 30, 60, 90 & 120
- Convenient Design Cover with Wide Opening Angle
- Removable Dish Tray & Water Collector for Easy Cleaning
- Low Energy Consumption



Convention Oven • PRO-910

- 1200-1400W
- Capacity: 12L (without extender ring) +5L (with extender ring)
- Easy Operation with Timer and Temperature Control
- Cook Evenly
- Preserving Nutrients & Flavour of Food
- 3 to 5 Times Faster
- Roast, Bake, Toast, Grill & Broil



Table Grill • PTC-10

- 1800W
- With Drip Tray
- Large Cooking Surface
- Non-stick Cooking Plate With Ribbed For Grilling & Flat Surface For Stir-fry
- Adjustable Temperature Control
- Convenient Designed Tempered Glass Lid As Wind Guard Or Oil Shield
- Cool-touch Housing



Induction Cooker • PIC-20

- 3.8L
- LCD Display Control Panel
- Child lock
- Ceramic Glass Cook Top
- Intelligent Micro-computer Control With Touch Sensor
- 3 Preset Functions: Soup, Rice, Milk
- 4 Adjustable Functions: Stir Fry, Hot pot/ Steamboat, Keep Warm & Power
- Cool-Touch Cooking Surface
- With Stainless Steel Soup Pot



Multi-Oscillating Fan • PSF-360

- 16" (40cm) • 3-Speed
- With 360° Rotate and Up-Down Oscillation
- 2 Wind Modes : Normal & Rhythmic
- LCD Display with 8 Hours Timer
- 13-Angle Oscillating Mode : 0°, 30°, 60°, 90°, 120°, 150°, 180°, 210°, 240°, 270°, 300°, 330° and 360°
- With Remote Control & Memory Function



Hair Dryer • PHD-1000F

- 2000W
- Constant Temperature for Healthy Hair Care
- Heat Balance Technology
- Over Heat Auto Shut Off Device
- Quiet Design
- Foldable Handle
- 2-Speed Selection
- Detachable Concentrator



Air Cooler • PAC-320H

- 9-hour Timer • Soft Touch Button
- 3 Fan Speed (Hi / Mid / Low)
- 3-in-1 Combination Of Fan, Ultrasonic Mist Humidifier & Ionizer
- 2.5L Water Tank
- Multi Function Remote Control & Colourful LED Display



Multimedia Speaker • PSK-02

- Output Power (RMS):
 - Subwoofer: 15W
 - Satellite Speaker: 9W x 2
- Speaker Size:
 - Sub-woofer: 5 Inches
 - Satellite Speaker: 3 Inches x 2
- USB/SD Input
- Touch-screen Control
- With Remote Control



Washing Machine • PWS-9001A

- 9.0kg
- Easy-To-Operate Control Panel
- Modern & Stylish Design
- Full Plastic Body
- Double Water Inlet

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