



Coway Eyes Opportunity in 4 Million Daily Road Users of KL-Seremban Expressway Million Ringgit Mega-billboard Expected to Increase 30% of Sales In Second Half of 2010

**KUALA LUMPUR, 28 April 2010** – Coway – the pioneer and leading manufacturer of home appliances – today launch its ‘I Love Coway’ mega-billboard advertisement located at Kuala Lumpur-Seremban Expressway.

Contributed more than 4 million traffic flows both direction daily, Kuala Lumpur-Seremban Expressway has become the main route between northern and southern region in Peninsular Malaysia. Its high traffic flows and strategic location has made it an ideal advertising spot which deliver high Return On Investment (ROI) in the eyes of advertisers included Coway.

“Coway has gained considerable high attention among public throughout a series of marketing strategies since the beginning of 2010. We’re happy with the result but still thirsty for maximum exposure to pursue our dream as a household name in Malaysian market. Therefore, we strike while the iron is hot. The mega-billboard pose high visibility, located at strategic spot and it definitely worth million ringgit as an effective marketing approach and expected to increase 30% of sales in second half of 2010.” said James Park, Managing Director of Coway Malaysia.

As corporate partners, En.Mohammad Azlan, Chief Executive Officer of Big Tree Outdoor has been invited to witness this delightful moment with attendance of Coway Ambassadors DJ Sam and Ifa Raziah. “Without a doubt, this marketing approach is a success because I’ve received great response from friends and radio listener too even before the official launch.” said DJ Sam, Coway Ambassador. Meanwhile, Ifa Raziah also agrees with DJ Sam’s statement and added, “With aid of strong marketing strategies, our ambassadorship would be fully utilized to penetrate Malaysian market. We believe this wise marketing approach will bring Coway an unprecedented success.”

After the ribbon cutting ceremony, Coway has arrange a special launch gambit with 20 Coway sticker wrapped cars to bring VIPs and media to a road tour along KL-Seremban Expressway. Prior to this, Coway has launched total of 10 billboards along North-South Expressway to synchronize with on-going marketing strategies.

For more information on Coway, please visit [www.coway.com.my](http://www.coway.com.my) or contact hotline 1800-888-111.

## **About Woongjin Coway**

**Woongjin Coway** has been established since 1989 in Korea and offering home appliances to meet the customers’ needs for a better indoor environment. Woongjin Coway has own manufacturing factories in Incheon, Yugu in Korea and Tianjin in China respectively. In 2007, Woongjin Coway builds up its R&D center in Seoul National University which has more than 270 researchers, 50 laboratories and equipped with most advanced technology in the world. It’s the first R&D center that designated as the “Drinking Water Quality Inspection Agency” by the Ministry of Environment, Korea.

## **Media Contact:**

**Sam Hoo**

**Woongjin Coway (M) Sdn Bhd**

**T: 03-2059 0000**

**F: 03-2166 1677**

**E: [wshoo@coway.com.my](mailto:wshoo@coway.com.my)**