

PRESS RELEASE

Date: Thursday, 18 September 2014

**KSK GROUP ADDS TO *MAMMA MIA!* JOY WITH PLATINUM SPONSORSHIP**

**Kuala Lumpur, 18 September 2014** – KSK Group Berhad (KSK Group) today announced its Platinum Sponsorship of the Kuala Lumpur leg of the international tour of the smash hit musical *MAMMA MIA!*, brought to Malaysia during its international tour by Yvents!. With the sponsorship, KSK Group also announced a host of exciting activities to complement the sponsorship of the musical, happening from 18 to 21 December 2014 at the Plenary Hall, Kuala Lumpur Convention Centre. The announcement was made at a media briefing attended by Joanne Kua, Chief Executive Officer of KSK Group and Yvette Kang, Managing Director of Yvents! Sdn Bhd together with representatives from the Kuala Lumpur Performing Arts Centre (KLPAC), Universiti Malaya, Akademi Seni Budaya dan Warisan Kebangsaan (ASWARA) and Universiti Teknologi MARA (UiTM).

“The KSK Group believes in supporting activities that mean the most to people. The *MAMMA MIA!* musical has brought joy to millions of people around the world in the past 15 years and we wanted to share more of this joy with Malaysians. Via our exciting giveaways, special workshop, and our pre-show hospitality, people from all walks of life will be able to enjoy a slice of the *MAMMA MIA!* joy in different ways,” Joanne said.

Highlights of KSK Group’s activities in conjunction with the Platinum Sponsorship of the *MAMMA MIA!* International Tour’s Malaysia leg include:

- A workshop conducted by the *MAMMA MIA!* cast with performing arts students and selected faculty members from the Kuala Lumpur Performing Arts Centre (KLPAC), Universiti Malaya, Akademi Seni Budaya dan Warisan Kebangsaan (ASWARA) and Universiti Teknologi MARA (UiTM). The workshop will allow the performing arts students to pick up some theatrical skills from the internationally-experienced cast of *MAMMA MIA!*
- Tickets giveaways on radio and social media platforms
- An exclusive pre-show cocktail session for guests of KSK Group to meet and mingle with the cast of *MAMMA MIA!*

KSK Group recently ventured into the property development industry via KSK Land, its wholly-owned property development arm. The 8 Conlay development, comprising branded residences, a 5-star hotel and a retail component at Jalan Conlay, Kuala Lumpur, is the maiden project for KSK Land.

With a stellar cast and crew of more than 60 hailing from London, 'MAMMA MIA!' will feature the immensely popular ABBA songs that include 'Dancing Queen', 'Chiquitita', 'I Have A Dream', 'Take a Chance on Me', 'Thank You For The Music', 'Super Trouper' and of course 'Mamma Mia'.

With music and lyrics by Benny Andersson & Bjorn Ulvaeus, 'MAMMA MIA!' is written by Catherine Johnson, directed by Phyllida Lloyd and Andrew Bruce & Bobby Aitken, and musical supervision, additional material & arrangements by Martin Koch. The MAMMA MIA! International Tour is produced by Judy Craymer, Richard East & Bjorn Ulvaeus for LittleStar in association with Universal, Stage Entertainment and NGM.

'MAMMA MIA!' will be staged in Malaysia from the 18 to 21 December, 2014 at the Plenary Hall, Kuala Lumpur Convention Centre. Tickets are priced at RM190, RM290, RM390, RM490 and RM590. Book online at [www.ticketspeople.com](http://www.ticketspeople.com) or call 03-2287 2727.

For more information on the KSK Group's activities in conjunction with its Platinum Sponsorship of the MAMMA MIA! tour in Malaysia, and to learn how to receive tickets, please visit our Facebook page at [www.facebook.com/KSKMalaysia](http://www.facebook.com/KSKMalaysia) or follow us on Twitter at @KSK\_Land.

For more information on KSK Group, visit [www.kskgroup.com](http://www.kskgroup.com), for more information on KSK Land, visit [www.kskland.my](http://www.kskland.my) and to get a sneak preview of 8 Conlay, visit [www.8conlay.com](http://www.8conlay.com)

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### **About KSK Group Berhad**

KSK Group Berhad ("KSK") is incorporated in Malaysia and its principal activity is that of investment holding. KSK has presence in the general insurance business in Indonesia and Thailand, via PT. KSK Insurance Indonesia and KSK Insurance (Thailand) Public Co. Ltd. respectively and property development through KSK Land Sdn Bhd.

For more information, please visit our website at [www.kskgroup.com](http://www.kskgroup.com) or [www.kskland.my](http://www.kskland.my).

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*Released by Rantau PR on behalf of KSK Land Sdn Bhd*

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