

MEDIA RELEASE

For Immediate Release



Public Relations
17th Floor, Menara Bank Islam
No. 22 Jalan Perak
50450 Kuala Lumpur
Telephone 03 2088 8000
Facsimile 03 2088 8110
www.bankislam.com.my

BANK ISLAM REWARDS CUSTOMER WITH RM1.0 MILLION THROUGH AL-AWFAR 'THE SEARCH FOR MORE MILLIONAIRES IS BACK!!!' CAMPAIGN

KUALA LUMPUR, Thursday, [16 April 2015]: Bank Islam Malaysia Berhad's (Bank Islam) customer from Machang, Kelantan, Puan Fatimah Binti Awg Mamat, became an instant millionaire after winning the Bank's Al-Awfar 'The Search for More Millionaires Is Back!!!' campaign.

The prize of RM1.0 million received by Puan Fatimah, 61, was presented by Encik Khairul Kamarudin, Bank Islam's Director of Business Development, at a prize presentation ceremony held at Menara Bank Islam.

The Million Ringgit Campaign had two campaign periods where the first period was from 9 July 2014 to 30 September 2014 and customers had to maintain their deposits until 31 December 2014 while the second period was from 1 October 2014 to 31 December 2014 and customers maintained their deposits until 31 March 2015.

The Draw was opened to both new and existing customers. To qualify, new customers were required to open an Al-Awfar Account with a minimum deposit of RM100 while existing Al-Awfar account holders were required to deposit RM100 on top of the current balance. A minimum RM100 balance must be kept in the account at all times during the said period. As for customers who participated in the campaign with their family members, with the incremental deposit coming from new funds, the Eligibility Unit (EU) was counted based on the number of family members linked throughout the campaign.

The Draw to ascertain the winners was held in February and witnessed by Jabatan Kemajuan Islam Malaysia (JAKIM) and Persatuan Pengguna Islam Malaysia (PPIM).

In addition to the RM1.0 million cash prize, the 'The Search for More Millionaires Is Back!!!' Campaign also offered cash prizes to 20 winners with RM10,000 each.

'The Search for More Millionaires Is Back!!!' Campaign recorded a total of RM207.8 million growth in deposit. Since its launch six years ago, the Al-Awfar Account has rewarded 6,946 customers with cash prizes of RM17.94 million.

Encik Khairul said after giving away the prizes: "The year 2014 was a successful year for Al-Awfar in which we manage to inculcate savings. Therefore, this year, Bank Islam plans to make more millionaires out of their customers. Four (4) fortunate Al-Awfar depositors now stand a chance to become a millionaire with just a minimum deposit of RM100. This is our way of appreciating our customers for their continuous support towards Bank Islam."

Members of the public who wishes to participate and have the same opportunity to win RM1.0 million too may make enquiries at any Bank Islam branch throughout the country.

About Bank Islam Malaysia Berhad

Bank Islam Malaysia Berhad was established in 1983 as the nation's first Islamic bank. To date, the Bank has a network of 141 branches and more than 1200 self-service terminals nationwide. To meet the diversity of the public's financial needs, Bank Islam offers more than 70 *Shariah*-based banking products and services which cater to Muslims and non-Muslims. For more information on Bank Islam products and services, visit www.bankislam.com.my or call Bank Islam Call Centre at 03-26 900 900.

For further information, please contact:

<p>Wan Norkhairi Wan Samad Head, Public Relations Corporate Communications Bank Islam Malaysia Berhad 17th Floor, Menara Bank Islam No. 22, Jalan Perak 50450 Kuala Lumpur Tel: 03-27821232 Mobile: 019-3394491 Fax: 03-20888110 Email: wnorkhairi@bankislam.com.my Web: www.bankislam.com.my</p>	<p>Fazlina Ismawaty Md Ghouse Assistant Manager, Public Relations Corporate Communications Bank Islam Malaysia Berhad 17th Floor, Menara Bank Islam No. 22, Jalan Perak 50450 Kuala Lumpur Tel.: 03-27821233 Mobile: 012-6405026 Fax: 03-20888110 Email: fazlinai@bankislam.com.my Web: www.bankislam.com.my</p>
--	---