



FOR IMMEDIATE RELEASE

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AmMetLife ELECTRIC RUN RECHARGED IS SET TO BRIGHTEN UP THE CITY AGAIN THIS JULY

Hip Hop sensation, Silento to take center stage at the brightest fun run in Malaysia

KUALA LUMPUR: Dubbed to be the world's most popular nocturnal fun run, ELECTRIC RUN is set to light up the city again as AmMetLife ELECTRIC RUN RECHARGED on July 29 at Anjung Floria, Precinct 4, Putrajaya.

With a new partner – AmMetLife Insurance Berhad and a new concept – RECHARGED, the run will amp up the night for runners as they experience an exclusive journey of light and sound through time, with various zones, each representing a unique colour theme and music era, making it the most electrifying experience.

Elevating the experience in its 3rd installation, AmMetLife ELECTRIC RUN RECHARGED will see Hip Hop artiste Silento make his debut performance in Malaysia. Best known for his debut single "Watch Me" which racked up close to 1.3 billion views on Youtube and peaked at No. 3 on the Billboard Hot 100, Silento will be headlining the celebration at the finish line. Sharing the stage with the Billboard chart topper are local artistes such as CUURLEY, Blastique & Amanda Avyanna, SonaOne and De Fam.

"We are so glad to see how the Electric Run has grown in participation and popularity over the past 3 years! Beyond pushing new boundaries with the course lands, we at Livescape Group stay true to bringing the best music experiences, and this year we are excited to have renowned Hip Hop artiste Silento headlining the celebration at the finish line. We are also thrilled to have AmMetLife's support in RECHARGING with us and together we hope to, be the biggest and brightest Electric Run to-date," Muhammad Iqbal, Group Chief Executive Officer of The Livescape Group said.

Organised by Livescape Group and supported by Malaysia Major Events (MME), AmMetLife ELECTRIC RUN RECHARGED is set to attract over 18,000 runners of all ages. As participants run, walk and dance their way to the finish line, their senses will be stimulated as they encounter various unique activities, different course lands, each more engaging than the last, music and lights to allure runners to the celebration at the finish line.



“We are proud to partner Livescape Group to present AmMetLife ELECTRIC RUN RECHARGED to all Malaysians. This will be a fun and exciting event not to be missed. Enjoy the unique course lands and entertainment lined up for the night. As a life insurer, we are committed to helping Malaysians live better lives and we will always find new and exciting ways to spread the culture of a healthy and active lifestyle with an element of fun for all,” Ramzi Toubassy, CEO of AmMetLife.

“Electric Run continues to highlight Malaysia’s capabilities and capacities in organising major homegrown events that drives international participation and generates high yield tourism receipts. This year, the event is expected to attract 2,800 international attendees, and we are proud to support this event for the third year running and continue the strategic partnership with Livescape,” said Tony Nagamaiah, General Manager of Malaysia Major Events, a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture Malaysia.

“The hosting of unique events such as Electric Run will strengthen the Government’s ongoing effort to solidify Malaysia’s global appeal as a leading destination for sports, arts, lifestyle and entertainment events, that will support to realise the Ministry of Tourism and Culture Malaysia’s efforts to achieve 36 million tourist arrivals and RM168 billion tourism receipts by the year 2020,” added Tony.

AmMetLife ELECTRIC RUN RECHARGED

The run this year will feature a couple of added enhancements with the most prominent being the RECHARGED concept. Participants at AmMetLife ELECTRIC RUN RECHARGED will each be receiving a limited edition PIX Mob bracelet in addition to the official race tee, finisher’s medal and race bib. Feel the beat as the pulsating light from the bracelet illuminate neon lights to guide participants to the themed dance party zones, accompanied by music every kilometre of the run, providing runners with a more immersive experience. The race course is set to transport runners through a light and sound journey through time, with each zone representing a unique colour theme and music era.

AmMetLife ELECTRIC RUN RECHARGED will feature nine course lands. The nine course lands are:

- The Start Line
- Hip Hop * New
- EDM * New
- Sugarrush * New
- Polyphonics * New
- Stardust * New



- Disco * *New*
- Rainbow Road
- The Finish Line / Celebration Stage

A NEW FAMILY-FRIENDLY VENUE

Participants this year will flag off at Anjung Floria, Precinct 4, Putrajaya for the first time. The runners will be taken on a scenic route around Putrajaya as the city transforms to a neon themed park for one-night-only.

A MORE CONVENIENT RUN

For the first time ever, AmMetLife ELECTRIC RUN RECHARGED will also be providing a race pack delivery service in collaboration with SkyNet to registered participants. The optional service can be added on upon registration with minimal fees. This service also caters to participants travelling to AmMetLife ELECTRIC RUN RECHARGED from Singapore, Indonesia, and Thailand.

DELIVERY LOCATION	PRICE
Peninsular Malaysia (West Malaysia)	RM8
Kuching / Kota Kinabalu	RM20
Sibu / Bintulu / Miri / Labuan / Lahad Datu / Sandakan / Tawau	RM25
Singapore / Indonesia / Thailand	USD10

AmMetLife ELECTRIC RUN RECHARGED is supported by Malaysia Major Events, Rexona (Co-Presenter), Galactix (Official Ticketing), PAPTT (Official Logistics), Salty Customs (Official Apparel), UBER (Official Ride), LifeJuice (Official Cold Pressed Juice), and Anjung Floria (Official Venue).

AmMetLife ELECTRIC RUN RECHARGED will take place at Anjung Floria, Precinct 4, Putrajaya on 29 July 2017. Registrations are currently priced at RM88.20 per person (Group of 4) and RM98 per person (Individual). Children under the age of twelve do not have to register but do not receive a race pack. All prices listed exclude the RM4 ticket processing fee and 6% GST. Registrations can be done via www.electricrun.my or through our ticketing partner <http://www.galactix.asia/electricrunmy-2017>.

For more information or to obtain updates on AmMetLife ELECTRIC RUN



RECHARGED, log on to <http://www.facebook.com/electricrunmalaysia> or follow us on Twitter at @electricrunmy and Instagram at @electricrunmy.

AmMetLife ELECTRIC RUN RECHARGED 2017 Registration Fees

CATEGORIES	PRICES (per participant)
Regular (Individual)	RM98
Regular (Group of 4)	RM88.20

**Prices listed above exclude the RM4 ticket processing fee and 6% GST*

*** Each registered participant will receive 1 x official Electric Run race tee, 1 x race bib, 1 x finisher's medal, 1 x PIX Mob bracelet (to be collected on race day) and entry to Electric Run Malaysia 2017 and its post-race celebration concert*

About Malaysia Major Events

Malaysia Major Events (MME) is a division of the Malaysian Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia. Created under the Prime Minister's Economic Transformation Programme (ETP), MME facilitates significant events that help boost Malaysia's economic growth. It focuses on identifying and supporting major event bids for sports, arts, lifestyle, and entertainment events. MME also provides assistance to home-grown and home-hosted events, as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events. As a conduit between public and private sector, it's a one-stop centre which facilitates and liaises with diverse event stakeholders to ensure seamless processes and successful events.

About The Livescape Group

The Livescape Group is Southeast Asia's largest award-winning entertainment and creative agency. Offering in-house marketing, creative design, event production, logistics management, and artist management and booking, The Livescape Group has successfully created and managed world class events including IT'S THE SHIP, Rockaway Festival, Armin Only Embrace, and After Dark Social Club (ADSC). Our 360-degree approach to



event management has driven us to be the go-to event agency for the best-known brands on the planet. The Livescape Group currently has offices based in Malaysia, Singapore, and Jakarta.

About AmMetLife

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings, Inc. (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 175 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide. The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

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