

## **Zurich celebrates its Grand Launch with a Guinness World Record**

**Kuala Lumpur, 23 June 2012** – Zurich celebrates its Grand Launch in Malaysia at the Indoor Arena, Bukit Kiara Equestrian & Country Resort today with nearly 3,000 employees, agents and their families gathering to enjoy a day of exciting fun-filled activities. To mark this significant and momentous milestone, Zurich made an official attempt to create a Guinness World Record™ and demonstrated its commitment to the local community by raising funds at the event to support underprivileged children and the elderly.

Signifying the theme for the event - “**The Sky is the Limit**”, Zurich executives raised balloons spelling the word ‘ZURICH’ in the air to officiate the event. The theme reflects Zurich’s aspiration for the future as it marks a new chapter in Malaysia with a new brand name and the launch of a nationwide brand campaign which supports its business growth plans.

Guests at the half day event were treated to a carnival atmosphere complete with an array of food stalls, activities and performances, including telematches and entertainment by local personalities, clowns, and magicians.

Speaking at the launch, Chee Cheong, Chief Executive Officer of Zurich in Malaysia, said, “Today marks a significant milestone of Zurich’s journey in Malaysia. We are grateful to celebrate this occasion with our employees and agents who are our greatest assets and the force behind the future of our company. It has been with their continuous support that we have come this far to start a new remarkable chapter.”

The highlight of the launch was the announcement of the **Guinness World Record™** achievement for the “**Largest Suspended Balloon Shape**” with approximately 30,000 balloons creating the shape of a “Z” raised 50 feet above the ground.

Zurich executives were presented with the official Guinness World Record™ certificate by Seyda Subasi-Gemici, Adjudicator of Guinness World Record™ who flew to Malaysia to certify and witness the successful creation of a new record.

As part of its celebrations, Zurich affirmed its commitment to Malaysia, extending its involvement in the local community beyond just insurance. Chee said, “As a responsible corporate citizen, we are committed to working with charities and social organizations to support the less fortunate in Malaysia. I am proud to say that Zurich will be matching dollar for dollar donations made by guests to Rumah Charis, a social service and non-profit organization for underprivileged children and the elderly.”

Guests who made a donation had the chance to release Z-shaped foams into the air, keeping with the day’s theme of “The Sky is the Limit”.

The day’s activities concluded with performances by local guest artists and ended with the celebrative release of the 30,000 balloons onto the cheering crowd.

Zurich executives present at the event included Geoff Riddell, Zurich’s Regional Chairman of Asia-Pacific, Middle East and Africa, Dan Bardin, CEO of Zurich’s Life business in Asia-Pacific and Middle East, Chee Cheong, CEO of Zurich Insurance Malaysia, John Leong, President - Life Division, Zurich Insurance Malaysia as well as Sia Chon Ming, President - General Division, Zurich Insurance Malaysia.

The Zurich Insurance Malaysia Board of Directors was represented by its Chairman, Tan Sri Ahmad Bin Mohd Don, and two of its Directors, Dr. Zaha Rina Zahari and Daniel Reymond.

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**Notes to editors:**

**Rumah Charis** is a non-profit organization founded in 1988 as a home to serve the old and the aged. Since its inception, it has expanded its services to include underprivileged children and the youth. For more than 20 years, Rumah Charis has offered social services that provide guidance, shelter, education and healthy community activities. Rumah Charis is a welfare organization registered with the Registrar of Society of Malaysia.

**Zurich Insurance Group (Zurich)** is a leading multi-line insurance provider with a global network of subsidiaries and offices in Europe, North America, Latin America, Asia-Pacific and the Middle East as well as other markets. It offers a wide range of general insurance and life insurance products and services for individuals, small businesses, mid-sized and large companies as well as multinational corporations. Zurich employs about 60,000 people serving customers in more than 170 countries. The Group, formerly known as Zurich Financial Services Group, is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt program which is traded over-the-counter on OTCQX. Further information about Zurich is available at [www.zurich.com](http://www.zurich.com)

**Zurich Insurance Malaysia Berhad**, as part of Zurich Insurance Group, is a well established composite insurer headquartered in Kuala Lumpur with a nationwide presence of 39 branches in Malaysia. Zurich Insurance Malaysia meets the protection, savings and investment needs of Malaysians by offering a vast range of general and life insurance solutions through its 4,500 tied Life agents, and 3,000 multi tied General Insurance agents. The company is formerly known as Malaysian Assurance Alliance Berhad. Further information about Zurich Insurance Malaysia is available at [www.zurich.com.my](http://www.zurich.com.my)

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