

## NEWS RELEASE

### For Immediate Release

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## Dancing their way to fitness

*Penang, 23 October 2016* – Some 300 people danced to lively chart-topping tracks during the Fit & Fun Aerodance By-The-Sea<sup>®</sup> community event at Seri Tanjung Pinang in Tanjung Tokong.

Clad in the event's striking green t-shirts, participants who were mostly from the vicinity paid close attention to the energetic exercise moves demonstrated by qualified aerobics instructors from Penang-based Mansor Mat Fitness Group at the Straits Green public park.

E&O Property (Penang) Sdn Bhd general manager Zawawi Yusop said the aerobics-based community exercise event was a great way to promote healthy living habits.

"Eastern & Oriental Berhad (E&O) is hosting this for the second year running and we are heartened by the positive turnout. It is wonderful to see the community coming together---young and old from diverse backgrounds---to participate and benefit from such wholesome outdoor activities.

"We are grateful for community's continued support," he said.

Bukit Bendera MP Zairil Khir Johari attended the event and presented awards to the 10 most energetic participants.

"It is through such community gatherings that we foster harmony. We hope to see more of such activities organised by other corporates," he said.

All participants were given a goodie bag containing a breakfast set while 20 lucky participants went home with hampers each during the lucky draw session.

As an ongoing year-round activity, E&O also organises free dancercise/aerobics sessions for the public at Straits Green Public Park every Friday, from 6pm to 7pm.

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## **The E&O Group**

The E&O Group (**Eastern & Oriental Berhad**) is a listed company on Bursa Malaysia that has established a reputation as the premier lifestyle property developer of exclusive addresses for the discerning.

In Kuala Lumpur, E&O's landmark properties include **The Mews, St Mary Residences, Dua Residency, Idamansara** and **Seventy Damansara**, all located in the most prime and prestigious neighbourhoods of the capital city.

In Penang, **Seri Tanjung Pinang** is the island's first masterplanned seafront development that is now a highly sought-after and thriving community to locals as well as expatriates from over 20 nationalities.

In Johor's southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre wellness-themed development within Medini that has easy accessibility to the Second Link connection to Singapore.

In its expansion overseas, E&O's international foray into real estate investment and development is focused within prime locations in London, including **Princes House** along Kingsway, **ESCA House** in Bayswater, and a commercial property in **Hammersmith**.

E&O's leading position as a lifestyle developer is anchored by its niche in luxury hospitality derived from its namesake, the iconic **Eastern & Oriental Hotel**, a cherished heritage landmark in George Town established in 1885. Along the popular beachfront, **Lone Pine Hotel** stands as the only boutique resort on Batu Ferringhi and the Group has further leveraged on its experience and expertise in hospitality management with the opening of **E&O Residences** serviced apartments in Kuala Lumpur.

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