

**MASHOLIDAYS AND UCSI GROUP TO OFFER NATION'S FIRST
INBOUND EDUCATION TRAVEL PROGRAMMES
"EDU-VACATION YOUTH PROGRAMMES" TO FEATURE
LANGUAGE, LEADERSHIP AND MULTICULTURAL TRAINING**

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YBhg Dato' Dr Amin Kan, Executive Vice President, Commercial Strategy, speaks during the signing ceremony of a memorandum of understanding to launch Edu-Vacation Youth Programmes with UCSI Group.

Kuala Lumpur, 29 July, 2011 - UCSI Group, the parent organisation of UCSI University, and MASHolidays, the travel and tour arm of Malaysia Airlines, are teaming up to offer Malaysia's first education travel programmes. The two entities signed a memorandum of understanding (MoU) today at UCSI University in Kuala Lumpur to package a series of "Edu-Vacation Youth Programmes" for young adults abroad. MASHolidays signed the MoU with three of the Group's subsidiary companies, the UCSI Professional Academy, the UCSI Extension, Sarawak and UCSI University, Terengganu, to promote leadership, English language skills and multiculturalism to young people.

"The Edu-Vacation Youth Programmes will help youth develop the mindsets and skills to create and introduce wholesome approaches and more options in their lives to make healthier decisions," said Gracie Geikie, Director of the UCSI Extension, Sarawak. "The aim is to assist youth in the development of a concrete skill base that orients students towards personal health and well being and enabling them to be effective leaders in their schools and communities."

Malaysia Airlines, Executive Vice President, Commercial Strategy, Dato Dr Amin Khan said, "In addition to promoting youth development, the programmes also aim to promote Malaysian culture and reinforce the nation's status globally as a leading tourist and education destination. We are pleased that UCSI Group recognises the huge potential of this market segment and is partnering with us to develop this niche product."

Under the agreement, MASHolidays and UCSI Group will jointly develop and market the education packages. The three distinct programmes, based in Kuala Lumpur, Terengganu and Sarawak, respectively, offer week-long packages geared to teenagers and college students. Though all offer a combination of leadership, language and team-building training, each package is tailored to offer unique, cultural Malaysian experiences customised to each individual location.

In addition to the Edu-Vacation Youth Programmes, both MASHolidays and UCSI Group are committed to promoting nation-building through their involvement with the government's Economic Transformation Programme (ETP) to transform Malaysia into a high-income nation by 2020. UCSI University is currently spearheading Entry Point Project 10 - Hospitality and Tourism Education Cluster within the ETP's "Education" focus area to improve the quality and quantity of workers within Malaysia's hospitality and tourism industry. UCSI Group is also developing a 160-acre health, education and tourism township in Bandar Springhill, Negeri Sembilan as part of Entry Point Project 14, also within ETP's "Education" focus area.

The Edu-Vacation Youth Programmes will be available for registration by Monday, 1 August. For more information visit <http://holiday.malaysiaairlines.com>.

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