



Press release

For immediate release, no embargo

## **SHELL & MALAYSIAN EVO MAGAZINE GEAR UP FOR THE HOTTEST F1 PARTY IN TOWN!**

April 4<sup>th</sup> 2010 - THE HEAT IS ON! The F1 season is about to begin and SHELL Malaysia together with Malaysian EVO Magazine, the premier performance car magazine in the country, are co-hosting an F1 party that's sure to be a hit among Formula 1® fans in the Klang Valley.

Scheduled to take place at Laundry @ The Curve, Mutiara Damansara at 2.30 on Sunday, April 4<sup>th</sup>, the **Shell Helix Malaysian EVO "Rev it Up!" F1 Party** will host invited guests to a screening of the Petronas Malaysian F1 Grand Prix 'live' from Sepang.

In addition to watching the race, guests will be feted to food and drinks as well as have several chances to win some amazing prizes courtesy of co-sponsors GAB Heineken, PUMA, Samsung and Laundry @ The Curve. One of the exclusive prizes up for grabs are tickets to watch the Singapore F1 in September.

Guests will also have a chance to 'race' at the Sepang thanks to Playstation® F1 simulator consoles, and those who happen to score the quickest time around the 'track' will walk away with great prizes too. On-the-spot quizzes are also another way for everyone to go home with some cool prizes courtesy of the organiser and sponsors, and there will even be a 'Best Dressed' contest whereby prizes will be awarded to those who come dressed in their favourite Shell Ferrari F1 Team attire.

"With a shared passion for performance, Shell and Ferrari have worked hard to be at the cutting edge of technological developments in the world of motorsport throughout the ages. And with this partnership, Shell has been able to build up a wealthy bank of both experience and expertise in technical innovation for its products" said Khong Shad Foon, Brand and Communications Manager Shell Malaysia Trading Sdn. Bhd.

"Today, Shell ensures that every drop of this knowledge is used to develop its most advanced range of lubricants, Shell Helix Ultra. The 'friction modifiers' in Shell Helix Ultra liberate more power while retaining the cleansing and protection properties, keeping all engines in better health for longer" he added.



Of course a party would not be a party without a cool MC and for that none other than **DJ Phat Fabes** will be at hand to entertain the crowd. Details of the event are:

**Date: Sunday, 4<sup>th</sup> April 2010**

**Time: 2.30pm-6.30pm**

**Venue: Laundry Bar, Western Courtyard, The Curve, Mutiara Damansara**

**Dress code: Smart casual**

**(If you're going to wear a F1 Team shirt, make sure it's Ferrari!)**

For more information log on to <http://www.facebook.com/malaysianevo> and check for Shell EVO F1 Party updates, or call Justin at 03-22970999.

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For media enquiries please contact:

Nicole Leong, Marketing Manager: [nicole@catchacorp.com](mailto:nicole@catchacorp.com)

Geeta Dass, Marketing Executive: [marketing@catchacorp.com](mailto:marketing@catchacorp.com)