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PETRON HYPERMARKET SWEEP RETURNS TO REWARD LOYAL CUSTOMERS

RM225,000 Worth of Groceries To-be Won in Five Minutes

KUALA LUMPUR – Petron’s highly anticipated shopping challenge, *Hypermarket Sweep* returns to bring another thrilling and delightful experience to its loyal customers. The shopping challenge will be held in five states namely Selangor, Johor, Penang, Pahang and Sabah.

With the Hypermarket Challenge now on its 4th season, Petron collaborates with leading hypermarket chain, Giant Malaysia Sdn Bhd, which has a network of more than 150 stores. The shopping challenge offers total prizes of RM225,000 worth of groceries and 95,000 loyalty points from Petron Miles Card and AirAsia BIG.

The Hypermarket Sweep officially kicked off on **March 14** at Giant Hypermarket Shah Alam with 20 teams racing against time to grab items worth a whopping RM55,000.

“Petron is thrilled to once again host the Hypermarket Sweep, which is just one of our many programs that reward our faithful and loyal customers. This year, we are also giving loyalty points to the winners which can be used at our Treat stores or at our partners’ outlets. This event underscores our aim to give customers more value and more savings through the unique Petron Miles card experience,” said Choong Kum Choy, Petron Malaysia Head of Retail and Commercial Business during the kick off Sweep.

“We are delighted that Petron has chosen Giant for the third time to hold this event. Apart from Giant Shah Alam Stadium, these events will be held at four other venues namely Giant Kelombong, Giant Bayan Baru, Giant Plentong and Giant Kuantan” said Alfonso Roderos, Marketing Director of GCH Retail (Malaysia) Sdn Bhd when congratulating the winners before the sweep challenge begins.

During the first Sweep Challenge in Shah Alam, five grand prize winners took home RM4,000 worth of groceries while ten consolation prize winners won RM3,000 and another five took home RM1,000 worth of groceries. All the winners also brought home additional prizes including 35,000 Petron Miles Points and 60,000 AirAsia BIG Points, courtesy of Petron Malaysia and Air Asia.

“We are pleased to continue our partnership with Giant to give customers, who are also frequent shoppers at Giant stores, more value and better rewards. We hoped that all winners had a great time with their family and friends and brought home happy and memorable experiences with Petron,” added Choong.

Each team was composed of four family members or friends and were given two shopping carts. The teams raced through the supermarket aisles to grab as much groceries into their trolleys within five minutes. Shopping carts were loaded with high value items for their families such as bicycle, milk powder, personal items and groceries.

Petron Miles members earned automatic entries when they spend RM50 on fuel or by simply activating their PMiles card. The campaign period ran from 10 December 2018 to 14 February 2019 at participating Petron service stations in Malaysia. Contestants were shortlisted via draw and went through an elimination process in the qualifying round.

Petron's Hypermarket Sweep contest was first launched in 2015 with RM50,000 worth of prizes given away. In 2016, Petron ran its second season, tripling the prizes to RM140,000 and rewarding 40 customers at four locations in Kuala Lumpur, Penang, Johor and Kota Kinabalu. Petron continued the third season in the 2017 Hypermarket Sweep challenge giving more prizes and offering the challenge in more locations.

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About Petron Malaysia

Petron Malaysia is a leading company in Malaysia's downstream oil market. Its 88,000 barrel-per-day Port Dickson Refinery produces a wide variety of world-class fuels which is distributed through 8 terminals strategically located across the country. Through more than 640 stations nationwide, it retails premium fuels namely Blaze 100 Euro 4M, Blaze 97 Euro 4M, Blaze 95, Turbo Diesel Euro 5 and Diesel Max. Petron is committed to its vision to be the leading provider of total customer solutions in the oil sector and allied businesses. Please visit petron.com.my.