

**PRESS RELEASE**

**CONTINUING RECORD SALES FOR  
TOBLERONE IN MALAYSIA IN 2009!**

It's a truly dynamic Toblerone "Your True Piece of Switzerland" Promotion at Asia's premier airport - KLIA in Sepang, Malaysia!

Travelers to this Malaysian airport (voted the World's Best Airport 3 years in row for the 15-25million Passengers per Annum Category) are pleasantly surprised with generous Toblerone chocolate samples and an absolutely impressive Toblerone display at the Choc Stop International promotional area at Satellite Building, KLIA.

The joint grand promotion by Choc Stop, the country's leading duty-free chocolate importer, and Kraft, is organized to uplift the strong Toblerone brand further. The promotion at KLIA commenced on Friday, June 12, 2009 and will run until August 15, 2009.

Kraft is currently one of the top three (3) brands in the duty-free category for Choc Stop's shops which span from KLIA to Langkawi and Kuching in East Malaysia.

Kraft, an international chocolate manufacturer and the number 1 confectionery brand in Travel Retail, had chosen KLIA Malaysia be one of the venues for their major global promotions this year. For the next two (2) months, visitors to the world's most exciting chocolate shop, Choc Stop KLIA, get the chance to sample Toblerone's tempting chocolates and also to win lovely premiums such as their exquisite Toblerone Retro Bags and Toblerone Kid's Travel Diaries. In addition, also look out for Toblerone's exciting new products which make for wonderful gifts to take home to someone special.

Kraft's exciting range of quality Toblerone, Daim, Milka and Cote d'Or are currently Choc Stop's top sellers.

From now until then, it's going to be a real EXCITING TOBLERONE CELEBRATION daily at the world's most exciting multiple award-winning chocolate shop with over 1,000 varieties of the world's best chocolates - Choc Stop International, KLIA!

For more information please contact:-

**Ms. Shereen Lau**  
**Group Marketing Manager**  
**Chocolate Sales & Supplies Sdn Bhd**  
**No. 20, Jalan PJS 11/18**  
**Bandar Sunway**  
**46150 Petaling Jaya**  
**Selangor Darul Ehsan**  
**Tel : 603 - 5634 6207**  
**Fax : 603 - 5633 0426**  
**E-mail : [shereenlau@drgroup.com.my](mailto:shereenlau@drgroup.com.my)**  
**[csshq@drgroup.com.my](mailto:csshq@drgroup.com.my)**



**THE FABULOUS TOBLERONE "YOUR TRUE PIECE OF SWITZERLAND" GRAND PROMOTION @ CHOC STOP INTERNATIONAL, KLIA**