



**MAIL BOXES ETC.®**

**LEADING ONLINE MALL, ACMAMALL.COM, APPOINTS  
MAIL BOXES ETC. AS NATIONWIDE COLLECTION  
CENTRE FOR ITS “1 MALAYSIA BOOK VOUCHER  
PROJECT”**

Kuala Lumpur, March 2, 2012 - Mail Boxes Etc. (MBE), the world's largest franchise network of retail shipping, postal, printing and business service centres today announced its appointment by Asia's leading online mall, Acmamall.Com, as its preferred provider of business facilities to complement its nationwide marketing campaign to help promote the '1 Malaysia Book Voucher Scheme' ( Buku Baucar 1 Malaysia – BB1M ).

At the tabling of the Budget 2012 last year, the Government had announced that Form Six and tertiary students would receive book vouchers worth RM200 and these vouchers which are valid for three months from January 1 to March 31, 2012 can be used at any bookstore participating in the 1 Malaysia book voucher scheme.

However, unlike its brick and mortar counterparts here, Acmamall.Com allows these young and more PC-savvy Malaysians to shop not via the old-fashioned way by going to the book shop but virtually by using the Internet. Each student is offered an additional free RM25.00 book voucher when they redeem their RM200 BB1M vouchers at Acmamall.Com.

A total of seven MBE centres have been selected to undertake the task as Acmamall's collection points to serve its young customers from the major market centres in the Kuala Lumpur, Petaling Jaya, Ipoh, Penang and Johore Bahru. The participating centres are MBE Bangsar Village, MBE Empire Subang, MBE The Gardens @ MidValley, MBE Menara Hap Seng KL, MBE Teluk Intan @ Perak, MBE Bayan Lepas @ Penang and MBE PSS Nusa Bestari @ Johor Bahru.



From left: Acmamall.com Sdn Bhd CEO Mr Christopher Quek & MBE Bangsar Village Centre Manager Ms. Woo S.K (A.K.A. Kim) holding together the dedicated BB1M student vouchers collection box.

“Since our inception in 2003, MBE Malaysia has been expanding rapidly simply because we saw ahead not only the value-adds and conveniences our MBEs have offered in every location that we penetrated but more so, the emergence of significant trends today such as the presence of many virtual businesses like Acmamall.Com, a huge online mall that serves Asia-wide markets and offers 1.5 million book titles on top of 20,000 beauty products! Such fast-growing businesses do occasionally need physical infrastructures to support their marketing efforts. Instead of having to spend time and money on opening up branch offices nationwide, Internet-driven businesses can collaborate with MBE as their brick and mortar arm to gain more customers and to build a physical proximity or presence in the marketplace,” said Brian Chow, Director of Mail Boxes Etc.

“At Acmamall, we always believe that collaboration is essential for us to fortify and increase our competitive advantage in the marketplace and the appointment of MBE

has locked in the primary advantage of having a nationwide physical accessibility for Acmamall to reach out to our young customers located as far north as Penang and right down southwards to Johor Bahru. The use of this brick and mortar collaboration to complement our marketing campaign for the 1 Malaysia Book Voucher Scheme, is a cost-effective and strategic decision by Acmamall," said Christopher Quek, CEO of Acmamall Group.

### **About Mail Boxes Etc (MBE)**

MBE is the world's largest retail business, communications and postal service centre franchise with more than 6,500 centres worldwide in over 30 countries – all locally owned and operated – offering a variety of shipping, postal and business services, with convenient locations and world-class service.

Set up in 2003, MBE Malaysia which is headquartered in Kuala Lumpur, is today one of the fastest growing franchises of its kind in Malaysia and is set to be a major player with a currently strong national network in 28 major market areas strategically located in the Klang Valley, Perak, Penang and Johor.

For more information, visit [www.mbe.com.my/cl.html](http://www.mbe.com.my/cl.html) or call 1-300-300-MBE (9am -6pm weekdays only)

In 2011, Entrepreneur® magazine's annual "Franchise 500," a ranking of franchise opportunities based on factors such as financial strength, growth rate and size, rated Mail Boxes Etc. #1 in the postal and business services category for the 21st consecutive year.



## **ABOUT ACMAMALL.COM SDN BHD**

Set up in 2000, Acmamall.Com Sdn Bhd started its humble beginnings as a home-grown online bookstore offering a variety of book titles mainly from US and UK.

Today the Company has evolved to become an online shopping mall with regional presence in Malaysia, Singapore, Brunei and Australia, serving the Asian markets with an amazing myriad of 1.5 million book titles including premium or niche selections all of which are from the US and UK. Other product expansions include almost limitless choice of 20,000 beauty products from over 450 internationally-renowned brands, huge varieties of fresh flowers, confectionaries and also a growing range of IT accessories.



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