



**For Immediate Release**

## **LBS KICK-STARTS NEW HOMEBUYERS' GOOD FORTUNE IN 2020 WITH RM1,000,000 WORTH OF FABULOUS PRIZES**

**Ijok, Selangor, 7 February 2020** – Award-winning developer, LBS Bina Group Berhad (LBS), is set to kick-start the good fortune of new homebuyers this year with the LBS Fabulous 2020 campaign with RM1,000,000 worth of fabulous prizes.

Speaking at the 2020 Media Briefing on 6 January 2020, LBS Group Managing Director Tan Sri Lim Hock San revealed that the grand prize is the popular Proton X70 Premium 2WD, while other prizes include the Proton Exora, Proton Persona, Proton Iriz, SM Sport R110 motorcycles, mountain bikes, washing machines, refrigerators and mini hi-fi systems.

“With today’s challenging economic situation, it is not as easy as before to own a good home. But, at LBS we always have our homebuyers’ interests at heart and we would do our very best to add value to their purchase. That’s why, the LBS Fabulous 2020 campaign hopes to bring a broader smile to their faces anytime they decide to make an LBS property their home this year,” Tan Sri Lim said when asked to comment further.

The campaign period is from 1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020 and three rounds of lucky draws will be held in the course of the year. The first will be in May 2020, the second in October 2020 and, the third in April 2021. To be eligible to participate in this fabulous campaign, homebuyers just need to purchase any LBS property that is above RM250,000 from our list of participating properties.

LBS has built a sterling reputation for building townships and providing quality affordable homes for all Malaysians based on our 3 main pillars of affordability, connectivity and community. Five of the most sought-after developments are on the list of participating properties, and they are LBS Alam Perdana, KITA @ Cybersouth, Residensi Bintang Bukit Jalil, LBS SkyLake Residence and Cameron Centrum.

Both LBS Alam Perdana and KITA @ Cybersouth are fully gated and guarded townships. The former is the embodiment of inspired community living in Bandar Puncak Alam, while the latter is designed with “lifestyle convenience” in mind to cater to modern family and community living in the growing Cybersouth city in Dengkil.

For those who prefer high-rise living, Residensi Bintang Bukit Jalil is strategically located in Bukit Jalil, a thriving southern suburb of Kuala Lumpur where community, commerce and connectivity converge, while LBS SkyLake Residence is an affordable lakeside residential development located in Puchong.

On the other hand, Cameron Centrum is the perfect choice for those who enjoy life in the highlands. It is the new town in Brinchang that is set to be the biggest mixed development with the largest collection of commercial offerings in Cameron Highlands.

For more information on the LBS Fabulous 2020 campaign, kindly visit [www.lbs.com.my](http://www.lbs.com.my) or call 1700 81 8998.

-End-