



**FOR IMMEDIATE RELEASE**

**LBS CELEBRATES 100 YEARS OF HIGHLAND HERITAGE WITH  
RM100,000 IN PRIZES THROUGH LANDMARK CENTRUM IRIS SALES  
CAMPAIGN**

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**PETALING JAYA, 8 Aug 2025** – LBS Bina Group Berhad (“LBS” or “the Group”), a developer guided by people-first values, is proud to unveil “A Celebration of 100 Years @ Cameron Highlands” campaign. Launched in conjunction with the centennial celebration of Cameron Highlands, the campaign is aimed to reward homebuyers and honor the highland’s legacy, while celebrating the continued success of Centrum Iris, the latest phase of LBS’s signature Cameron Centrum township.

Running from 1 August to 31 December 2025, the campaign invites eligible Centrum Iris purchasers to take part in an exciting lucky draw, offering prizes worth a total of RM100,000. Among the rewards are a 7-day holiday to the United Kingdom for two, luxurious highland staycations, electrical appliances, shopping vouchers, and other attractive goodies. A total of 35 lucky winners will be selected and announced in February 2026.

This campaign not only commemorates the rich heritage of Cameron Highlands, but also presents an opportunity for Centrum Iris purchasers to enjoy added value through their investment.

To offer greater accessibility and a hassle-free experience for potential buyers in the Klang Valley, LBS has established a dedicated Satellite Sales Gallery at Ground Floor, LBS 2, Petaling Jaya, Selangor. The gallery features detailed scale models, layout previews, and personalised consultations with LBS sales representatives—offering a preview of what awaits at Centrum Iris in Cameron Highlands.

Notably, *Centrum Iris* is the first GreenRE Silver-certified project in the region, promoting eco-conscious living through features like EV charging bays, rooftop cafés, and 47 lifestyle facilities. Strategically located in Brinchang’s tourism and commercial hub, it offers a high-value, well-connected highland experience.

Tan Sri Dato’ Sri Ir. (Dr.) Lim Hock San, Group Executive Chairman of LBS Bina Group

Berhad, speaking during the launch of the Satellite Sales Gallery in Petaling Jaya, “Centrum Iris is more than just a development—it is a bold statement of LBS’s commitment to reimagining lifestyle destinations across Malaysia. In line with our 8 x 8 strategic vision, this satellite sales gallery brings the highlands closer to the city, bridging distance with opportunity. We aim to make homeownership easier, smarter, and more rewarding for all Malaysians, while continuing to expand our footprint in key growth corridors nationwide.

We are proud to be part of the 100 Years of Cameron Highlands celebration, and this campaign is a meaningful extension of that milestone—honoring the legacy of the highlands while rewarding our valued homebuyers.”

With a Gross Development Value (GDV) of RM472 million, *Centrum Iris* stands as the largest mixed commercial development in Cameron Highlands. Featuring classic English architecture, modern amenities, and sustainable elements, it builds on the success of Precinct 1, which has achieved 100% occupancy since 2021. This new phase offers 705 residential and 26 commercial units, catering to both homeowners and investors.

For more information, please contact 011- 1722 5556 or visit [www.cameroncentrum.com.my](http://www.cameroncentrum.com.my).

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