



FOR IMMEDIATE RELEASE

ROASTERS Scholarship Programme Launched For The First Time

~A part of the KRR Community Chest Programme~

Kuala Lumpur, 18 March 2010 – It was a memorable day for Kenny Rogers ROASTERS as it was the official launch of the first ever ROASTERS Scholarship Programme. Signing the Memorandum of Understanding was Executive Director of Berjaya ROASTERS (M) Sdn Bhd, Dato' Francis Lee, and Chief Operating Officer of Berjaya University College of Hospitality, Ms Mae Ho. This programme is part of the KRR Community Chest Programme, a programme that was created in 2005 with the objective of doing its bit to help the less fortunate.

Valued at a total of RM100,000, the ROASTERS Scholarship Programme is the first scholarship programme generously funded by Berjaya ROASTERS (M) Sdn Bhd to provide deserving and needy students with the benefits of financial aid and career progression with Berjaya ROASTERS (M) Sdn Bhd upon completion of the Bachelor Degree in Hospitality Management (Honours) course.

The Bachelor Degree of Hospitality Management (Honours) course is set to equip intellectual and leadership capabilities which will allow students to move into a range of international managerial positions within prestigious organizations. A full range of fundamental skills are also taught throughout the programme. As part of the programme, students will also be given the opportunity to undergo a 24-week professional work placement specially designed for an intensive hands-on learning experience within a challenging work environment.

The excellent standards of Berjaya UCH was clearly demonstrated during the launch as the current students from the university college served the guests with their learned skills. Dressed in their smartest attire, these students articulated what was taught to the finest at the Berjaya UCH fine-dining restaurant, Samplings on the Fourteen, today.



Speaking at the launch, Ms Mae Ho, the Chief Operating Officer of Berjaya UCH praised Berjaya Roasters (M) Sdn Bhd for taking the initiative in offering the scholarship programme.

“The hospitality industry in Malaysia is one of the most sought after courses for Higher Education today. In recent years, we see the number of hotels and restaurants soar high; As a result, it is only natural that the demand for quality hospitality services increase”, said Ms Ho.

Berjaya UCH is renowned for its world-class facilities. With an environment of a five-star hotel, the university campus is completed with full learning facilities such as conducive classrooms, kitchens, laboratories and everything else that has been specifically designed to allow students to immerse themselves in the Hospitality, Tourism and Services industry.

“I believe, here at Berjaya University College of Hospitality and together with Berjaya ROASTERS (M) Sdn Bhd, we are able to help pave the right path for the young aspiring students to discover their potential in this industry”, she added.

Dato’ Francis Lee, Executive Director of Berjaya ROASTERS (M) Sdn Bhd said “I am very proud of this scholarship programme which we have launched for the very first time to assist deserving and needy higher-education seekers of different background and different states, pursuing the same passion for the hospitality industry.”

“This Scholarship Program offers recipients with a head start towards a career in the hospitality industry. Upon completion of the program, recipients will graduate and are ready to enter the workforce with their skills, knowledge and experience highly sought after by the industry,” said Dato’ Francis Lee.

Interested students can apply for the ROASTERS Scholarship Programme starting from 18 March 2010 till 5 April 2010. Application forms can be downloaded through their



websites at www.krr.com.my or www.berjaya.edu.my. Shortlisted candidates will be contacted for an interview at Berjaya University College of Hospitality.

For further information on the ROASTERS Scholarship Programme, please contact 03 – 2119 9888 or visit their website stated above.

**Issued on behalf of Kenny Rogers ROASTERS (M) Sdn Bhd by:
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