

# Superbrands

## Media Coverage

Country	Date	Publication
Malaysia	2003	Press Clippings

### SUPERBRANDS MALAYSIA AWARD

**Smart Reader®** program has been awarded **Superbrands Malaysia** status. The auspicious ceremony was held during the **Franchise International - Malaysia 2003 Showcase** at Putra World Trade Centre (PWTC), Kuala Lumpur.



The award was presented by YAB Datuk Seri Abdullah Hj Ahmad Badawi, Prime Minister of Malaysia (then Deputy Prime Minister of Malaysia), received by Dr. Richard Ong (the CEO of the **Smart Reader®** franchiser) and witnessed by Superbrands official.

#### *What Is Superbrand?*

A Superbrand offers consumers significant emotional and/or physical advantages over its competitors which (consciously or sub-consciously) consumers want, recognize, and are willing to pay a premium for.

#### *Who is Superbrands Malaysia?*

[Superbrands Malaysia](#) is an independent arbiter of branding. For nearly a decade, the Superbrands organization has been promoting the discipline of branding, and pays tribute to **exceptional brands** through its international series of publications.

**"The Best of Malaysia for the World"**

<http://www.1srkids.com/2superbrands.htm>