

# As 'CWorks Aware' Global Media Campaign Comes to a Successful End, Facility Managers Win Trips to England and Hawaii



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## **Press Release Summary: Facility Managers who Downloaded CWorks' Maintenance Management Systems Win International Sweepstakes Contest**

Press Release Body: Kuala Lumpur, Malaysia (October 20, 2008) – To highlight the successful conclusion of its '**CWorks Aware**' global media campaign, **CWorks Systems Berhad** (Mesdaq: CWS 0079) today announced the winners of its '**CWorks Aware**' Sweepstakes. **CWorks Systems** is a leading developer and provider of facility information software for facility managers and is used in more than 60 countries worldwide.

The **first Grand Prize winner is Mr. Handi Ridwan**, an IT Infrastructure Coordinator in PT Amoco Mitsui PTA Indonesia (PT AMI) in Jakarta, Indonesia who was awarded a trip to historical Leeds Castle, a 14th Century Castle located in Kent, England. The **second Grand Prize winner is Mr. Gary Wood Cumbey**, a production and technical manager from Calhoun, Georgia. As second Grand Prize winner, Mr. Cumbey will enjoy a vacation to the beautiful island of Kauai, Hawaii and a pass to Kauai BackCountry Adventures, an eco-adventure touring company.

Both customers reacted with surprise upon hearing the news of their winning entry.

*"As I was searching for facility management software on Google, **CWorks CMMS**(computerized maintenance management system) was at the top of the list. I downloaded the software so I could evaluate the system - I wasn't keen on being a winner for this sweepstakes. I just did it for fun and I was quite shocked when they announced that I was the winner. Thanks to **CWorks** for this user-friendly **CMMS** and I definitely will recommend it," said **Mr. Ridwan**.*

Mr. Cumbey of Calhoun, Georgia also downloaded the free version. *"Actually, when I downloaded the CWorks free version, I didn't even notice there was a drawing for prizes, much less a vacation package being given away. I was just hunting for a good, fairly simple program that could help us "optimize our facility's maintenance operation,"* stated **Mr. Cumbey**.

The '**CWorks Aware**' Campaign began in early November, 2007 with the filming of two infomercials of **CWorks**' clients – Leeds Castle located in Kent, England and Kauai Backcountry Adventures located in Kauai, Hawaii. Filmed on location, the infomercials showed how a CMMS can streamline a facility's operation and significantly reduce its operational costs. From November 2007 until July 2008, these infomercials were televised on BBC World in Australia, North America, Asia Pacific, Europe and the Middle East. CWorks also combined these infomercials with free downloads of its maintenance management software over the internet to reach out to facility managers across the globe. Those who downloaded the software and registered their referrals were then eligible to enter the **CWorks Aware Sweepstakes** for a chance to win a trip to Leeds Castle or to Kauai Backcountry Adventures.

This global marketing strategy and '**CWorks Aware**' campaign was an overwhelming success. Over the course of the campaign, facility managers around the world downloaded **CWorks FREE software** more than 150,000 times within 9 months. The **CWorks Aware Sweepstakes** attracted an average 300 downloads per day.

Thus, it was only fitting that this successful campaign end with **CWorks** rewarding two new customers with vacations to the picturesque settings of England and Hawaii where the campaign first began.

**CWorks**' products are offered at [www.cworks.com.my](http://www.cworks.com.my) and **CWorks FREE** can be downloaded at no cost to the user.

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Note to editors: To learn more about CWorks Systems, visit [www.cworks.com.my](http://www.cworks.com.my).

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