

**1Malaysia Brand Popular, Says Najib  
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RAWANG, Jan 6 (Bernama) -- Datuk Seri Najib Tun Razak said Friday a survey has cited the 1Malaysia brand as being very popular now.

The prime minister said this showed that the people accepted the brand which he said is not only a concept but also a philosophy that can make Malaysia a strong nation.

"1Malaysia is not just a ceremonial phrase. It portrays us as a large and strong family," he said when launching the 1Malaysia Community programme in Bukit Sentosa in Hulu Selangor, attended by about 50,000 people.

Najib said the 1Malaysia philosophy was inclusive and did not leave out any group in the country, and it understands the needs of the people through the slogan "People First, Performance Now".

He also said that the 1Malaysia Shop would be established in the Hulu Selangor parliamentary constituency.

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