

**Najib Launches Langkawi's New Brand
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LANGKAWI, Oct 31 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak unveiled Langkawi's new branding, "Naturally Langkawi", at the LADA complex here Wednesday.

The branding gives the Langkawi archipelago a new positioning that emphasises it as a natural haven and natural choice for tourists.

"Naturally Langkawi" branding marks Langkawi's new initiative to make Langkawi a top 10 island destination in the world by 2015, in line with the Langkawi Tourism Blueprint 2011-2015.

"Naturally Langkawi" was chosen because of the flora and fauna found in

Langkawi besides 550 million year old rock formations, 99 islands forming the region's first Geopark, its natural complement of rainforests, beaches, waterfalls, mangroves, unique wildlife and insects such as 500 species and sub-species of butterflies and more than 226 species of birds.

On top of that, the genuinely friendly people of Langkawi is the strength and the pulse of "Naturally Langkawi".

Currently ranked the fourth best island in Asia by a poll done by Conde Nast Traveller, Langkawi also aims to be one of the top 10 eco-destinations in the world by 2015.

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