

The Star : Pretty girls to lure people

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BUKIT MERTAJAM: The promoters of certain scratch-and-win contests are defying the ban on such activities by hiring pretty young girls to bait victims.

Penang Domestic Trade and Consumer Affairs Committee chairman Lau Chiek Tuan said the companies were now resorting to this new trick because people were now more cautious with wide media coverage and stringent enforcement.

The companies would hire beautiful girls from other states to operate here. These girls are given intensive training to be persuasive before being sent out to the streets, he said after opening the Central Seberang Prai Smart Consumers Seminar here yesterday.

Previously, those behind such scams hired fresh school leavers and graduates.

He reminded the public that scratch-and-win contests had been banned and they should not be taken in by promises of great prizes.

Lau said that despite the ban, scratch-and-win activities seemed to have resurfaced lately.

A Johor company has been identified for being actively involved in the scam, especially in Penang. We will recommend to the authorities concerned to revoke the company's business licence, he said.