



PRESS RELEASE

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ASIA MEDIA'S CEO WINS MOST PROMISING ENTREPRENEUR AWARD

1 August 2010, Kuala Lumpur, Malaysia – Dato' Ricky Wong, Chief Executive Officer of Asia Media, won the Most Promising Entrepreneur Award by Asia Pacific Entrepreneurship Awards (APEA). The award recognises individuals who have shown promising tenacity, perseverance and courage in business.

William Ng, the President of Enterprise Asia was quoted as saying, "In less than three years, Dato' Ricky Wong has successfully transformed Asia Media from an Out of Home below the line media company into the mainstream Digital Mobile TV broadcaster in the Asia Pacific region. This is an extraordinary achievement for a locally born entrepreneur. This is an achievement that requires strong passion, persistence, creativity and innovation."

In May 2010, the company was awarded an L-band spectrums and broadcasting license. The license allows Asia Media to broadcast digital TV transmission to mobile devices. Dato' Ricky Wong's vision for Asia Media is to be the market leader and most innovative Mobile Digital TV operator within the Asia Pacific region.

Asia Media was also awarded the Individual Licenses for Network Facilities Provider (NFP), Network Service Provider (NSP) and Content Application Service Provider (CASP). With these licenses, the company is well positioned to undertake many large-scale telecommunication infrastructure projects for the nation.

Encl: Photos



Dato' Ricky Wong (Left), CEO of Asia Media Sdn. Bhd. receiving the award from Minister of Domestic Trade, Co-operatives And Consumerism Y.B. Dato' Sri Ismail Sabri bin Yaakob (Centre). Standing with them is Mr. William Ng, President of Enterprise Asia (Right).

About Asia Media Sdn. Bhd.

Asia Media is a digital media, broadcasting and advertising company. The Company operates the largest Transit-TV network in Malaysia (Certified by Malaysian Book of Records) with over 3,000 screens installed onboard 1,500 buses. Asia Media TV is the company's flagship channel that uses LCD screens to display infotainment programs, advertisements, community driven messages and public service bulletins. Asia Media TV reaches out to over 500,000 viewers daily with a unique viewership of 1.24 million each week.

Asia Media's products and services consist of four primary divisions: - the Kuala Lumpur, Johor Bahru (JB), Penang and the Creative divisions. Collectively, Asia Media TV operates a network of over 3000 Transit-TVs through the company's exclusive network partners: - RapidKL, Handal Indah, Konsortium Transnasional Berhad (Nice++ and Plusliner Express fleets). Asia Media's Creative Department is a 'one stop centre' that caters for all advertising and marketing needs. Services provided include conceptualization, design, pre and post-production.



About The Malaysian Communications and Multimedia Commission (MCMC)

The Malaysian Communications and Multimedia Commission (MCMC) is the independent regulator for the Malaysian communications industries.

Its key role is the regulation of the communications and multimedia industry based on the powers provided for in the Malaysian Communications and Multimedia Commission Act (1998) and the Communications and Multimedia Act (1998). Pursuant to these Acts the role of the Malaysian Communications and Multimedia Commission is to implement and promote the Malaysian Government's national policy objectives for the communications and multimedia sector.

MCMC is also charged with overseeing the new regulatory framework for the converging industries of telecommunications, broadcasting and on-line activities.

For any media queries, or for more information about Asia Media, please contact:

Dato' Ricky Wong

Chief Executive Officer

ricky@asiamedia.net.my

Asia Media Sdn Bhd

35-1, Jalan Bandar 16, Pusat Bandar Puchong,
47100 Puchong, Selangor, Malaysia.

Tel: +6 03 5882 7788 Fax: +6 03 5882 6622

www.asiamedia.net.my