



# Press Release

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## **ASIA MEDIA WINS BRANDLAUREATE AWARD**

KUALA LUMPUR, JANUARY 9, 2010: Asia Media has been named the winner of The BrandLaureate – SMEs Chapter Award. The award recognizes the best of brands from small and medium enterprises (SMEs) and is based on a 300-point selection criteria consisting of brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

According to the CEO of BrandLaureate, Dr. K.K Johan, the special award recognizes businesses that have stamped their mark in the country through their contributions and expertise which have had profound impact on the economic, social and civil growth of the nation. “Asia Media has demonstrated tremendous growth in the past three years and exemplifies The BrandLaureate Awards” he added.

Tan Sri Rafidah Aziz, former international trade and industry minister who won the Brandlaureate Signature Award said “Asia Media has become synonymous with outdoor digital advertising and is a deserving winner of the award”.

The BrandLaureate Awards are spearheaded by the Asia Pacific Brand Foundation (APBF), a non-profit organization dedicated to the promotion and improvement of branding standards in Malaysia and the Asia-Pacific.

Dato' Ricky Wong, CEO of Asia Media was quoted as saying "We are honored to receive the award and dedicate this to our advertisers and marketers. The strength of our brand name lies in our ability to deliver unrivaled quality of service and coverage for our advertisers".

Meanwhile, Naza Group of Companies joint group executive chairman and group CEO SM Faisal Tan Sri SM Nasimuddin was conferred The BrandLaureate-SMEs Entrepreneur of the Year Award and Munchy's Group CEO C.K. Tan The BrandLaureate-SMEs CEO of the Year Award.

The winners of The BrandLaureate SMEs Brand Personalities Awards 2009 were WOFS.com founder and chairman Lillian Too, Mydin Mohamed Holdings Bhd managing director Datuk Ameer Ali Mydin and Eversendai Corporation group managing director Datuk A.K. Nathan.

Asia Media, the largest Transit-TV company in Malaysia, has picked up a string of prestigious awards including the "best start-up" company, SME 100 Fast Moving Company and SME Rising Star Award.

***About Asia Media Sdn. Bhd.***

Asia Media is the market leader in the digital media and out of home advertising. The company operates the largest Transit-TV network in Malaysia (Certified by Malaysian Book of Records). Asia Media TV (AMTV)® is the company's flagship channel that uses LCD screens to display infotainment programmes, advertisements, community driven messages and public service bulletins.

Asia Media's products and services consist of four primary divisions: - AMTV® KL, AMTV® JB, AMTV® Ex and the Creative Department. Collectively, AMTV® operates a network of 3000 Transit-TVs through the company's exclusive network partners: - RapidKL, Handal Indah, Plusliner, Konsortium Bas Ekspres Semenanjung and Triton Express.

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.

Encl: Photos



Dato' Ricky Wong (Right), CEO of Asia Media Sdn. Bhd. receiving the award from former International Trade and Industry Minister Tan Sri Rafidah Aziz (Centre). Standing with them is The BrandLaureate CEO, Dr K.K. Johan (Left).