

PRESS RELEASE

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ASIA MEDIA'S CEO WINS THE BRANDLAUREATE AWARD

KUALA LUMPUR, MAY 8, 2012: Asia Media has been named the winner of The BrandLaureate BestBrands Awards 2011-2012: Best Brand in Media - Transit TV Network. The award was conceptualized to honor brand excellence amongst the best of brands in Malaysia and the world. Winners are selected based on a 300-point selection criteria consisting of brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

According to the BrandLaureate President, Dr. K.K Johan said every brand should strive for brand perfection. "Perfection is the consumers' right, so, let's give it to them. Asia Media has demonstrated tremendous growth in the past five years and exemplifies The BrandLaureate Awards" he added.

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, Ambank Founder and Chairman Tan Sri Azman Hashim was awarded the The BrandLaureate - Tun Dr Mahathir Mohamad Man of the Year. The recipients of the Top 10 awards were 3M, Ajinomoto, Amway, Davidoff, DHL Express, Omega, Oreo, Prudential, Singapore Airlines and Tupperware.

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, SME Rising Star Award and The BrandLaureate SME Chapter Award.

Encl: Photos



About Asia Media Sdn. Bhd.

Asia Media Sdn Bhd, a wholly owned subsidiary of Asia Media Group Berhad which is listed on Bursa Malaysia, 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 Eksespres 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.

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