



PRESS RELEASE

For immediate release

ASIA MEDIA TO PROMOTE MALAYSIA FILM FESTIVAL 24 ON TRANSIT TV

12 JULY 2011, Kuala Lumpur, Malaysia - Asia Media Group Berhad (Asia Media) is Malaysia's leading digital out-of-home (DOOH) Transit TV company, offering high-quality infotainment and targeted advertising through the use of digital electronic displays installed in 1,500 buses plying market-centric hubs of the Klang Valley and Johor Bahru.

The screens feature 30-second advertisement within a 60-minutes loop, with ratio of 50:50 contents and advertisements. The spot buy is categorised into 2 time bands per day that are set according to its own time slot of which the first Time Band A starts from 6 a.m. to 3 p.m. and the second Time Band B starts from 3 p.m. to 12 midnight. Each commercial would be aired for 1 time per hour or total 18 times in the particular 18 hours depending on both the time bands.

Transit media would provide an effective platform to promote Malaysia Film Festival 24 (FFM 24) to the general public and to feature Malaysia's local contents and talents on Asia Media's Transit-TV network. Currently, RapidKL bus network is divided into 6 main zones in Klang Valley. In addition, the Causeway link bus fleet operations in the Johor Bahru metropolitan area, covering JB metropolitan and Singapore. This will enable Asia Media to broadcast the FFM 24 ground events and scheduled promotional and activities.

Asia Media's Transit-TV network is able to create both visual and audio awareness of the FFM 24 events to more than 500,000 bus riders daily or 12 million bus riders



on a monthly basis. Asia Media will run the program promo in RapidKL and Causeway Link buses from 25 July to 29 November 2011.

Asia Media pledges to commit to its efforts and resources by allocating its dedicated airtime slots to promote this upcoming events.

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About Asia Media Group Berhad

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 ACE Market

ACE market is secondary stock market that forms part of the Bursa Malaysia (Kuala Lumpur Stock Exchange). It was formerly known as MESDAQ.

About Economic Transformation Programme (ETP) and PEMANDU

The programme will lift Malaysia's Gross National Income (GNI) to US\$523 billion by 2020 and raise per capita income from US\$6,700 to US\$15,000, meeting the World Bank's threshold for high income nation. Malaysia is projected to achieve the target with GNI growth of 6% per annum. The programme is set to revitalize Malaysia's private sector as 60% of the blueprint's investment would be derived from private sector, 32% from government linked companies and the remaining 8% from the government. Various sectors for development have been identified and are called National Key Economic Activities (NKEA).

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