



PRESS RELEASE

For immediate release

ASIA MEDIA TO INVEST RM500 MILLION IN TELECOMMUNICATIONS INFRASTRUCTURE

20 APRIL 2011, Kuala Lumpur, Malaysia – Asia Media Group will invest RM500 million in developing the first Digital Live Transit-TV Broadcasting infrastructure in Malaysia. As part of a RM11.2 billion Economic Transformation Programme (ETP) outlined by Prime Minister Datuk Seri Najib Tun Razak, Asia Media’s mobile broadcast network on public transportation aims to transform Malaysia into a world-class nation and enhance the country’s competitiveness within the ASEAN region. The project falls squarely within the Communications Content and Infrastructure (CCI) of the National Key Economic Areas (NKEA).

By adopting international broadcasting standard infrastructure, Asia Media will be capable of delivering live video and voice across the transit industry such as the bus network and light rapid transit system (LRT). Leveraging on its extensive Transit-TV network, which extends to over 3,000 Transit-TVs with Rapid K.L., Causeway Links and Konsortium Transnational Group, Asia Media is also positioned to extend its Transit-TV network system into the Light Rail Transit (LRT), Monorail and eventually the Mass Rail Transit (MRT). This project will contribute RM604 million to our Gross National Income and create 400 jobs by 2020. It will entail funding of RM500 million in-line with government objectives and an investment horizon between 5 to 10 years covering the entire Peninsular Malaysia.

To date, the company has invested a total of RM25 million for its Transit TV system and is currently investing another RM25 million for the Klang Valley rollout of Digital Live Transit-TV Broadcasting. The company has provisionally identified seven locations within Klang Valley to deploy the transmission towers: Kuala Lumpur city centre, Damansara, Putrajaya, Subang Jaya, Klang, Serdang and Rawang.



Coverage for other states within Peninsular Malaysia will be rolled out in stages from 2012 onwards.

The scheduled network rollouts for the following states are:

- Klang Valley (Kuala Lumpur Greater Metropolitan Area) by Q2 2011
- Johor Bahru and Penang by 2012/2014
- Perak and Pahang by 2014/2015
- Kedah and Perlis by 2014/2015
- Kelantan and Terengganu by 2015

Asia Media's Terrestrial Digital Multimedia Broadcasting is one of seven all-new projects unveiled by the Prime Minister within the Economic Transformation Programme (ETP) □ raising the total to 12. The 12 projects will bring in over RM11 billion in investments as part of an initiative by the government to propel Malaysia into a high-income economy by 2020. The programme is also aimed at increasing Malaysia's corporate transparency, accountability and good governance.

Asia Media CEO, Dato' Ricky Wong was quoted as saying "the company supports the development of a knowledge society through infotainment delivery using mobile broadcasting. The project will elevate the Communications Content and Infrastructure (CCI) of Malaysia."

The Economic Transformation Programme (ETP) is a focused, inclusive and sustainable initiative aimed at transforming Malaysia into a high-income nation by 2020. It is managed by the Performance and Delivery Unit (PEMANDU), an agency under the Prime Minister Department of Malaysia.

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About Asia Media Group 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 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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