

FOR IMMEDIATE RELEASE



**Shee Kai “Ricky” Wong of Malaysia named
2010 JCI Creative Young Entrepreneur Award Finalist**

Ricky Wong of Puchong, Malaysia, was named a finalist for the 2010 JCI Creative Young Entrepreneur Award (JCI CYEA) for his work with Asia Media.

JCI (Junior Chamber International) honors outstanding young entrepreneurs under the age of 40 each year. These individuals use creativity and innovation to establish a business or improve an existing venture while adhering to the principles of Corporate Social Responsibility (CSR).

Wong is the founder and CEO of Asia Media, the largest Transit-TV network in Malaysia with more than 3,000 LCD screens in 1,500 city busses viewed by nearly 500,000 people each day. In May 2010, Asia Media was awarded the first Digital Mobile TV Broadcasting license in Malaysia, and the company is poised to compete head-on with Malaysian mainstream media outlets. At age 29, Wong is the youngest TV station CEO in Malaysia’s history, and plans to lead Asia Media to offer 12 mobile digital TV channels to commuters.

Asia Media acts as a responsible corporate citizen by spreading awareness of community issues, particularly in the areas of crime prevention and environmental initiatives. The company dedicates 10% of all airtime to raising awareness of these issues and providing sponsorship opportunities for charitable or nonprofit organizations.

JCI CYEA

In partnership with the Flanders District of Creativity, the JCI CYEA focuses on the ability of young individuals to take community and world issues and shape them into positive solutions by applying creative problem solving and innovation. The competition also places an emphasis on sustainable business practices, rewarding individuals whose efforts help drive economic growth while creating a positive impact in communities and around the world. JCI CYEA is open to all entrepreneurs between the ages of 18 and 40, JCI members and nonmembers alike.

And the Winner is...

The judges carefully selected the finalists from among 109 entries from across the globe. The 2010 finalists will present their business plans to a panel of judges and delegates at the 2010 JCI CYEA competition final round Saturday, November 6, 2010 at the JCI World Congress in Osaka, Japan (www.jci-wc2010.com).

About JCI: JCI is a worldwide membership-based nonprofit organization of young active citizens ages 18 to 40 who are dedicated to creating positive

change in their communities. Through projects in more than 5,000 communities across more than 100 countries, members seek targeted solutions to local problems, creating a global impact. Visit www.jci.cc to learn more.

About Flanders DC: Flanders DC is a Flemish governmental organization that promotes entrepreneurial creativity throughout the region to make Flanders a more creative, more prosperous and more ambitious place to live and work. (<http://www.flandersdc.be>)

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