



PRESS RELEASE

For immediate release

MCMC AWARDED L-BAND TO ASIA MEDIA, THE BIGGEST TRANSIT-TV OPERATOR IN MALAYSIA

02 June 2010, Kuala Lumpur, Malaysia – Malaysian Communications and Multimedia Commission (MCMC) has officially awarded three (3) blocks of L-Band Spectrums, ie. 1452.960, 1454.672 & 1456.384 MHz respectively to Asia Media Sdn Bhd being the biggest Transit-TV operator in Malaysia.

Asia Media plans to utilize the allocated frequencies to deploy the Terrestrial Digital Multimedia Broadcasting (“T-DMB”) network and operates up to twelve (12) programme channels including digital TV, radio and data channels.

“We would like to work closely with digital TV receiver manufacturers to integrate the L-Band T-DMB receivers into the car navigation systems, mobile phones, portable media players, notebook computers as well as their own transit-TV network in city & express buses. This is an ideal technology innovation in transmitting live contents onto moving vehicles, especially buses, trains and other public transportation vehicles that operating within city center” said Dato’ Ricky Wong, the Chief Executive Officer of Asia Media.

Asia Media is the first company in Malaysia to deploy Digital Multimedia Services (DMS) via L-band to all city transit buses in the Klang Valley, a Kuala Lumpur Metropolitan City. Daily about one million bus commuters will be watching live TV contents broadcasted in Digital format while they are commuting to work, study or leisure.



-----END-----

About Asia Media Sdn. Bhd.

Asia Media is the market leader in the digital media and advertising industry. The Company operates the largest Transit-TV network in Malaysia (Certified by Malaysian Book of Records) with over 3000 screens installed in over 1400 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 Klang Valley, 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 The Malaysian Communications and Multimedia Commission (MCMC)

The Malaysian Communications and Multimedia Commission (MCMC) is the regulator for the converging communications and multimedia industry in Malaysia.

At the time it was created its key role was the regulation of the communications and multimedia industry based on the powers provided for in the Malaysian Communications and Multimedia Commission Act (1998) and the Communications and Multimedia Act (1998). Pursuant to these Acts the role of the Malaysian Communications and Multimedia Commission is to implement and promote the Malaysian Government's national policy objectives for the communications and multimedia sector.

MCMC is also charged with overseeing the new regulatory framework for the converging industries of telecommunications, broadcasting and on-line activities.

MCMC Official Website: www.skmm.org.my

For any media queries, or for more information about Asia Media, please contact:

Dato' Ricky Wong

Chief Executive Officer

ricky@asiamedia.net.my

or

Mr. Por Yew Guan

Business Development Director

por@asiamedia.net.my

Asia Media Sdn Bhd

35-1, Jalan Bandar 16, Pusat Bandar Puchong,
47100 Puchong, Selangor, Malaysia.

Tel: +6 03 5882 7788 Fax: +6 03 5882 6622

www.asiamedia.net.my