



MEDIA RELEASE

THE OFFICIAL LAUNCH OF SITI MALAYSIA, TOURISM MALAYSIA'S BRAND AMBASSADOR

Tourism Malaysia officially launched its brand ambassador, aptly named **`Siti Malaysia`** at the **Le Meridien Hotel in Kuala Lumpur, today**. The event was officiated by **Yg Bhg Dato' Mirza Mohammad Taiyab**, director general, Tourism Malaysia.

The event marks a major leap in efforts to place Malaysia on the tourist map furthering Malaysia's long-term tourism promotions.

Siti Malaysia, Malaysia's brand is a **Windows Live Agent** that functions on the ever popular **Windows Live Messenger**. She is an icon of an anime character personifying local beauty and charm. The icon represents a young and savvy and knowledgeable from Malaysia who has seen her share of the world.

The purpose of using the icon is to give the brand a refreshing different tone and feel and something different in terms of advertising campaign.

Beginning from today, **Siti Malaysia** will be available on **Windows Live Messenger**. Users can add her to their contacts by simply adding sitimalaysia@hotmail.com to their **Windows Live Messenger** contact list. Those who wish to download **Windows Live Messenger** can do so at <http://get.live.com/messenger>.

Fast Facts

1. In line with **Malaysia's e-government initiative**, Tourism Malaysia has carried out various ICT activities aimed at enhancing the effective usage of the Internet in promoting tourism. Among some of the initiatives included are the establishments of our very **own website** and the **official tourism e-portal**. Other online promotions and campaigns have also been initiated. Among them are; the **Rasa Sayang** online campaign, the **Malaysia Travel Guide e-browser** and the **Malaysia Truly Asia** Internet video streaming and vignette, just to name a few.
2. Siti Malaysia will be able to reach out to more than **285 million Windows Live Messenger users** worldwide –anywhere, anytime on any device.
3. Siti Malaysia made her debut in 2005 when she was chosen as the icon in the Malaysia Truly Asia advertising campaign for the North Asia market.

Issued by: Advertising and Publicity Division, Tourism Malaysia

Date: 1 November 2007

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