



MEDIA RELEASE

ZOOM! MALAYSIA TAKES TO THE SKIES

The Zoom! Malaysia campaign is expected to receive a boost in promotions with the launch of its livery advertising on AirAsia's aircraft today.

Held at the Low Cost Carrier Terminal in Sepang, the event was launched by Tourism Minister, YB Dato' Sri Azalina Dato' Othman Said. Also present were AirAsia Berhad's Chairman, Dato' Abdul Aziz Abu Bakar, its Group Chief Executive Officer, Dato' Sri Tony Fernandes, and Tourism Malaysia's Acting Director General, Dato' Amirrudin Abu.

The advertising campaign involves the use of one AirAsia Airbus A320 aircraft which is plane-wrapped with a colourful visual of Malaysia's tourist attractions and the Tourism Malaysia logo. It is expected to fly the skies of Malaysia and the ASEAN region for a duration of 18 months.

Dato' Sri Azalina said, "This smart partnership with AirAsia is among the Ministry of Tourism's on-going efforts to enforce the awareness for the Zoom! Malaysia campaign among the public. We believe the branding of Zoom! Malaysia with AirAsia will create the interest for Malaysians and those within the region to visit the local destinations and make Malaysia part of their travel plans."

This is the latest in efforts by the Ministry of Tourism to intensify promotions of the domestic tourism campaign which was launched by the Prime Minister of

Malaysia, YAB Dato Seri Abdullah Ahmad Badawi last May. Previously, the campaign was advertised on public transport around Malaysia, i.e. airport limousines, Rapid KL and Transnasional buses, and the light rail transit (LRT) system.

The use of AirAsia's plane in this campaign is expected to intensify public awareness of Malaysia's exciting and diverse attractions. AirAsia's route network comprises 65 destinations in the ASEAN region, China, India, Bangladesh, Australia and the UK. It flies to 15 destinations within Malaysia.

AirAsia Chairman Dato' Aziz Bakar said, "Tourism Malaysia's utilization of our aircraft as the ZOOM! Malaysia promotional tool is an innovative move, and we laud the idea as we too, carry out persistent innovations in our business. We believe that in order to move forward, innovation is definitely the key. Tourism Malaysia is definitely taking the right path to ingeniously promote domestic tourism and effectively promote its brand both locally and abroad."

The Zoom! Malaysia campaign is one of the Government's efforts to promote and develop domestic tourism. Besides promoting national integration, it also encourages Malaysians to plan their holidays and explore the various places of interest in their own country. Such campaign will also strengthen the relationships among members of the public and private sectors in promoting products and tourist attractions, as well as special events in the country.

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Tel: +603 2615 8188; Fax: +603 2615 8299

For more information, e-mail: anisramli@tourism.gov.my or

log on to: www.tourismmalaysia.gov.my