



MEDIA RELEASE

MICHAEL WONG APPOINTED TOURISM AMBASSADOR



Popular singer-composer and actor Michael Wong has been appointed the tourism ambassador for Tourism Malaysia's East Asia market. The official announcement was made during a press conference held on 19 February 2006 for 100 Chinese media representatives who arrived for a familiarization trip to Malaysia.

It is part of Tourism Malaysia's on-going efforts to promote the country as a preferred destination for mainland Chinese tourists through aggressive marketing campaigns and road shows in the East Asia region.

Known for his personable charm and musical talent, Wong will appear in television commercials featuring Malaysian landscapes and tourist attractions for broadcast throughout various countries in the East Asia region.

The 36-year-old celebrity hails from Ipoh, Perak. His association with music started at the tender age of six when he began piano lessons. By 14, he was already composing songs and an active member in the church choir.

Wong's first solo album titled "First Time" released in 2001 has sold more than 800,000 copies in Asia and the title song has remained in the popularity charts in China for over three years. Besides singing, Wong has starred in various television series since 2001. Some of his memorable acting roles are in such TV series as "White Love Song", "Crazy Love" and "Brave Soldier and the Beauty".

The biggest success to date for Wong is his latest album entitled "Fairy Tale", which has sold over a million copies in Asia. It won him four major trophies at the prestigious Hong Kong TVB8 Music Awards in December 2005. His awards were for the best composer-artist, the best composition, a top 10 hit song of the year and the song of the year.

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