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For Immediate release

**Stop! Look, taste, sense
and marvel at the
beauty of **MALAYSIA** in**



**It's time to foster an appreciation of the
familiar scent of home**

exclusively on **8TV**

TX Date : 16 October 2011 – 8 January 2012

Day/Time : Every Sunday, 7.30pm


Duration : 30mins


No. of Epi : 13 episodes


Language : Mandarin

Hosts : Henley Hii & Natelie (Xiao Yu)

KUALA LUMPUR, 6th October 2011 - Beautiful beaches, colourful culture, amazing sceneries and mouth watering delicacies are just some of the spectacular experiences you get as the Ministry of Tourism, Tourism Malaysia and 8TV take you

on an adventure in  – a charismatic reality show that takes you on an expedition through the wonders of Malaysia.

Beginning **16th October 2011, at 7.30pm** exclusively on **8TV**,  will take you on an unforgettable journey as you explore the local sights and sounds together with host Henley Hii and Natalie. Venture deep into the heart of Malaysia and not only see but experience the daily lives of its people, the captivating sceneries as well as the history and culture that lies behind this tropical wonderland we call - MALAYSIA.

 not only takes you on a new escapade with newer findings, but it also introduces you to an entirely new way for you to pack up and travel. Its aim is to showcase the country's top locations and most captivating places to visit without splurging too much on the moolah.

From Raub, Frasers Hill, Kluang, Sungai Pandan, Putrajaya, Rasah, Melaka, Kuantan, Penang, Langkawi, Kuala Krai, Sandakan and many other interesting stops, catch Henley and Natalie as they visit the Tunku Abdul Rahman Park Island, Turtle island Park, Sepilok Orang Utan Rehab Centre, War Museum, Menara Condong, Portugese settlement, food hunting and countless other fun-filled escapades.

Viewers will get the chance to discover the diverse races, tales, multicultural traditions, gastronomic experiences and lots more, taking the “1Malaysia” concept to brand new heights.



offers viewers a 13-episode Mandarin travelogue that caters to a vast audience and enlightens them on the rich natural resources and traditions we embrace in this country.

“This is a fantastic travel show that reminds me of how important the simple things in life are! There is so much we have to be thankful for; the beauty that surrounds us as well as the peace and unity we have in this country that a lot of us take for granted.” said 8TV & ntv7 Group General Manager, Ms. Airin Zainul. Airin adds, *“I would also like to thank the Ministry of Tourism and Tourism Malaysia for their support in making this show a success. We believe that there are many locations on our local map that*

many of us are unaware of, making  *the perfect platform for those who love touring and exploring. I hope all of you are as excited as I am and looking forward to this program’s premiere.”*

Discover and be captivated by what this land has to offer as you make a date to experience the wonders of Malaysia, on  beginning **16th October 2011, every Sunday at 7.30pm** exclusively on **8TV**. 8TV is also available on Astro’s channel 708 or on www.8tv.com.my / www.tonton.com.my

About Tourism Malaysia



The Tourist Development Corporation of Malaysia (TDC) was established on 10 August 1972 as an agency under the former Ministry of Trade and Industry by an Act of Parliament. With the inception of the Ministry of Culture, Arts and Tourism on 20 May 1987, TDC was moved to this new ministry; and became the Malaysia Tourism Promotion Board (MTPB) through the Malaysia Tourism Promotion Board Act 1992. Popularly known as **Tourism Malaysia**, its full focus is on promoting Malaysia domestically and internationally.

"Marketing Malaysia as a destination of excellence and to make the tourism industry a major contributor to the socio-economic development of the nation."

Tourism Malaysia's objective is to promote Malaysia as an outstanding tourist destination. We aim to showcase Malaysia's unique wonders, attractions and cultures; develop domestic tourism and enhance Malaysia's share of the market for meetings, incentives, conventions and exhibitions (MICE). Our ultimate goal is to increase the number of foreign tourists to Malaysia, extend the average length of their stay and so increase Malaysia's tourism revenue. Tourism Malaysia aims to encourage tourism and its related industries in Malaysia. It is hoped that this would help promote new investments in the country, as well as provide increased employment opportunities. The growth of tourism would also contribute positively to the country's economic development and quality of life.

About 8TV



8TV is an interactive platform for audiences united by a common desire for authenticity and self-expression. It is a hot-bed of creativity featuring original, local and international entertainment wrapped in interactivity. 8TV began operations on January 8th 2004 and transmits free to the entire West Coast of Peninsular Malaysia and Kuantan on the UHF band. 8TV also transmits nationwide via Astro Channel 708. It has chalked up impressive achievements within only its first year of operations, successfully producing the highly-rated Malaysian Idol™ series and also winning several Asian-level industry awards for creative excellence.

Since its inception, 8TV has achieved many milestones in the broadcasting industry such as carrying the 'live' broadcast of the 'Grammy Awards' and the 'Academy Awards', winning the broadcast rights for 'UEFA Euro 2004', Formula 1 and A1 Grand Prix with sister company, TV3, as well as staging two very successful seasons of the much anticipated **Malaysian Idol™**.

Strengthening its mark in the local network, 8TV continues to produce well-received in house productions such as **Malaysia's Most Beautiful, I Wanna Be A Model** and the mother of all talent-search shows, **One In A Million**. Another hit amongst fans and viewers of 8TV is the **Summer Live Concert**, the annual Chinese concert that has attracted hundreds of thousands of fans featuring impressive line-up of international artists. Adding to the list of top notch in-house productions, is the extraordinarily hip reality dance crew show **SHOWDOWN 2010** – this highly viewed and distinguished dance show was designed to shed light on the street dance culture as well as the many young talents in our society, in the most positive approach, on top of providing them with the right platform to showcase their skill.

To add to the multiple winnings in the international and local creative awards scene such as the *Phoenix Awards*, *Promax/BDA Awards* and the *Anugerah Skrin*, 8TV recently secured themselves three international awards in two different categories at the *2009 Phoenix Awards* that was held in Singapore. In the *Opening Credits or Titles for TV Programme* category, Silver was awarded for work on the *Shout! Awards 2009* promo, while silver and a bronze were bagged in the *Campaign to Promote Feature Film or TV Series* category. In the *2008 Phoenix Awards*, 8TV won four awards in two different categories comprising of the *TV Promotional and Film Advertising/Promotion*. **Showdown 2010** also picked up awards for *Favourite TV Programme* at the *Shout! Awards 2010* and *Best Reality Show* at *Anugerah Skrin 2010*. Furthermore, the recent *Anugerah Sri Angkasa 2010* saw **Showdown2010** earn the award for *Best Reality TV Programme* while *Shout! Awards 2009* acquired the *Best TV Musical Show* award.

At the *Promax Asia 2009 Awards*, 8TV carried home the Silver award for *Best Public Announcement* in its **Merdeka Rasa Sayang** ad, and was listed as the number 1 Choice for the Youth Market in the *Advertising & Marketing Magazine*. 8TV also won two awards including a Gold for **Project Superstar** interstitials and Silver for **The Sarah Connor Chronicles** interstitial at the *Promax/BDA Awards*.

Apart from that, 8TV won *Best Entertainment Show* for **Project SuperStar** and *Best Reality Show* for **So You Think You Can Dance (season 2)** in the *Anugerah Skrin 2008*. In the *Anugerah Skrin 2009*, 8TV was nominated in five categories including the *Best Reality Show*, *Best Entertainment Show*, *Best Documentary/Magazine*, *Best Musical Show* and *Best Serial Drama*. 8TV was also nominated for the *Best Direction* and *Best Drama Series* at the *2009 Asian TV awards*.

8TV programmes are available online (www.8tv.com.my / www.tonton.com.my) within 12 hours of the programme broadcast on TV. Online viewers can also enjoy web exclusives, including behind the scenes, audition clips, live online events, and video promos.

If you're always on the move, you can catch your favourite 8TV programmes on your mobile phone! Simply log on to mobile.8tv.com.my, click on 8TV for your favourite 8TV programmes .

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