



MEDIA RELEASE

PREVIEW OF “REVEALED: MALAYSIA’S ROYAL RITES” A DISCOVERY CHANNEL DOCUMENTARY ON THE 11TH NEGERI SEMBILAN RULER INSTALLATION CEREMONY

The Ministry of Tourism is holding a special advanced screening of a documentary by Discovery Channel entitled “Revealed: Malaysia’s Royal Rites” at the Muzium Di-Raja Istana Lama Seri Menanti in Kuala Pilah, Negeri Sembilan on 23 May, 2010.

The 45-minute documentary, filmed by Discovery Channel, features highlights from the installation ceremony of DYMM Tuanku Muhriz Tuanku Munawir as the 11th Negeri Sembilan ruler last October including the Royal Bathing Ceremony and exclusive interviews with DYMM Tuanku Muhriz and his family. It is scheduled to premiere on Discovery Channel on 30 May at 10.00 pm (SIN/HK), before being shown in other countries throughout the month of June.

DYMM Yang di-Pertuan Besar of Negeri Sembilan, Tuanku Muhriz Tuanku Munawir and Tunku Ampuan Besar of Negeri Sembilan Tuanku Aishah Rohani Tengku Besar Mahmud are the Guests-of-Honour at the event. Tunku Besar Seri Menanti, Tunku Ali Redhaudin; YAB Menteri Besar of Negeri Sembilan, YAB Dato’ Seri Utama Mohamad Hassan; Minister of Tourism, YB Dato’ Sri Dr. Ng Yen Yen; members of the Royal family; YTM Tunku Besar Tampin; YTM Undang Luak Rembau; YTM Undang Luak Johol; YTM Undang Luak Jelebu and

Undang Luak Sungei Ujong; and Discovery Networks Asia-Pacific's Senior Executives will also be present.

During the event, YB Dato' Sri Dr. Ng Yen Yen will hand over a copy of the documentary to DYMM Tuanku Muhriz Tuanku Munawir.

Dato' Sri Dr. Ng Yen Yen is confident that the documentary would help generate greater interest among foreigners towards the uniqueness of the Negeri Sembilan culture and heritage.

"The airing of the documentary on Discovery Channel at the end of this month is a timely promotion of Malaysia, and in particular, Negeri Sembilan. The design of the Malaysia Pavilion at the Shanghai World Expo which is currently ongoing is based on the Negeri Sembilan house with its distinctive horn-shaped roof," she said.

The worldwide screening of the documentary in countries including Southeast Asia, Taiwan, Japan, India, Australia, New Zealand and China, via the Discovery Channel and Discovery Travel & Living, is expected to reach an audience of more than 660 million viewers.

"We will be distributing the DVDs of the documentary to the public during the Chelsea Flower Show 2010 in Chelsea, London next week as part of the Ministry of Tourism and Tourism Malaysia's promotional effort to introduce Malaysia and especially Negeri Sembilan to the UK market," she added.

The documentary, valued at USD5 million, is a joint effort of the Negeri Sembilan Royal Household, State of Negeri Sembilan, Tourism Malaysia and Discovery Channel. It will also be made available to all government agencies, learning institutions, schools and libraries throughout the country.

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