



***hitz.fm* the first Malaysian Radio Station to receive an
Official Honoree in the 17th Annual Webby Awards**

Kuala Lumpur – Astro Radio’s *hitz.fm* is the first Malaysian radio station that has been awarded with an Official Honoree title in the 17th Annual Webby Awards for the Radio & Podcasts category. The award is in recognition of *hitz.fm*’s outstanding content, design, functionality, interactivity and overall experience in web design.

In December 2012, *hitz.fm* re-engineered its website to offer a friendlier and more engaging online user experience. *hitz.fm*’s mission was to make the brand new website entertaining and fun. The station’s website was the only Malaysian entry among all that has gained such an outstanding accomplishment worldwide.

TH Chong, Astro Radio’s Chief Commercial Officer responded, “This award is a testament of the unwavering commitment of Astro Radio’s Digital team. This year, the Webby Awards received nearly 11,000 entries from all over the world and we are humbled by this recognition. This is a great achievement and we hope to secure many more awards in the digital space for our properties”.

“Receiving this Official Honoree title will definitely boost our commitment to deliver the best online entertainment to our users and we will continue to endeavor to raise the standards of broadcast and content creation, aggregation and delivery” added Chong.

The Webby Awards is the leading international award honoring excellence on the Internet. Established in 1996 during the Web’s infancy, The Webbys is presented by the International Academy of Digital Arts and Sciences (IADAS) with 1,000+ member judging body such as musician David Bowie, Internet Co-inventor Vint Cerf, Arianna Huffington, President and Editor-in-Chief of Huffington Post Media Group, Twitter Co-founder Biz Stone, Chairman and Founder of R/GA Bob Greenberg, Co-Founder of Instagram Kevin Systrom, Executive Creative Director at Google Lab, Iain Tait, Mozilla CEO and Chair Mitchell Baker, Tumblr Founder David Karp, and Roy L. Furman Professor of Law and Leadership at Harvard Law School, Lawrence Lessig.



The Webby Awards, Official Honorees was acknowledged by the member of International Academy of Digital Arts and Sciences (IADAS) in New York.

Astro Radio Achievements

2012 - MY FM, the first radio station in the country to win the Bronze Award for Media and Entertainment category, at the Putra Brand Award.

2012 - Astro Radio received a total of 8 awards at the Kancil Awards in Creative & Copywriting Awards

2012 – Astro Radio won the Best Media Organization (Community Service) category at the 2012 NPC Awards

2009 – Astro Radio launched Malaysia's first radio iPhone application – it won 'The Best Mobile Application' at Innovation Malaysia Award

About ASTRO Radio

Astro Radio Sdn Bhd (formerly known as Airtime Management & Programming Sdn Bhd) revolutionized Malaysian airwaves with the introduction of format-specific programming, a landmark concept to local commercial radio. Today, it has 12.34 million listeners, reaching out to 92% of Malaysia's radio audience*. Today, its nine high-ranking terrestrial FM networks – ERA fm, MY FM, hitz.fm, MIX fm, LiteFM, SINAR fm, THR (Raaga and Gegar) & MELODY FM – has made household names of its on-air shows and personalities.

Achieving numerous milestones since its inception in 1996, Astro Radio's dynamic journey to the present sees it still being the sole provider of 20 satellite music services (which includes the nine FM services), available to all Astro subscribers in Malaysia and Brunei, pioneer South-East Asian broadcaster utilizing LIU (local insertion units) for local or regional advertisers, utilizing Dynamic RDS (Radio Data System) as a commercial tool, as well as first in the nation with an across-the-board series of mobile applications. These are but a few of Astro Radio's high points in a decade and a half of operations.

Astro Radio continues to be one of the most advanced radio broadcast facilities in Asia. Embracing the digital platform and opportunities, it will continue to offer on-air, on-ground, and now specific mobile, online and device technologies to enhance the value of radio. For businesses, these services provide a highly effective combination that allows multi-platform communications directly to specific target audiences.



For further information, please contact:

Ooi See Bee (Assistant Vice President, Communications)

Tel: +603 9543 888 ext 7321

DL: +603 9549 2331

Fax: +603 9543 3888

Email: see-bee_ooi@astro.com.my