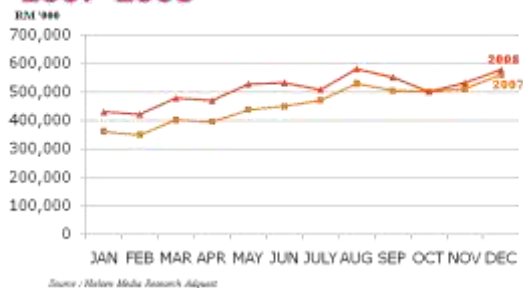


media UPDATE

Monitored 2008 adex growth outperforms 2007 by 12.7%!

Monthly Adex Comparison 2007-2008



Medium	2007 RM mil	2008 RM mil	07/08 +/-%	Mth on Mth +/-%
FTV	1,799.1	2,161.2	20.1	12.9
Radio	241.1	291.5	20.9	26.1
Mag	166.2	156.1	-6.1	8.9
Press	3,065.3	3,320.8	8.3	5.0
Cinema	26.3	27.4	4.2	-11.9
Outdoor	108.2	95.9	-11.4	0.9
P.O.S.	57.9	73.9	27.6	2.3
Internet	-	29.6	-	-19.0
Total	5,463.9	6,159.0	12.7	8.7

Source: NMR

- A strong eventful year drove adex to an impressive growth of 12.7% in 2008, surpassing the shortcomings of what appears to be early signs of an economic downturn in Malaysia.
- Growing ahead of the advertising market are free-to-air TV (20%), Radio (21%) and P.O.S. (28%).
- FTV adex share gained two percentage points, accounting for 35% of the advertising pie in the past year.
- Newspaper lost two share points during the same period accounting for 54% of ad revenue.

Top 10 Categories

Category	RM mil	08/07 %
1 Mobile Line Services	377.8	2
2 Government Institutions	208.6	-8
3 Face Care-Woman	163.4	20
4 Hair Shampoo & Conditioner	122.6	2
5 Tonic and Vitamin	99.8	38
6 Mobile Interactive Services	98.3	18

7 Cinema Advertising	93.2	20
8 Bank/Finance-Corporate	86.5	11
9 University	86.1	55
10 Fast Food Centre	83.9	24
Total	1,420.2	5

Source: NMR

- Adex among the top 10 advertised categories grew only 5% - below that of the advertising market growth of 13% suggesting that much of the adex growth in the past year is from the smaller product sectors.
- The biggest adex growth within the top 10 categories came from education, specifically, University which saw adex for this category more than doubled in one year. Seven universities that did not advertise in 2007 contributed close to RM10 million in ad revenue in 2008. It is no surprise that education expense amongst college-going households account for one of the the largest, if not the largest portion of a family's budget.

Top 10 Advertisers

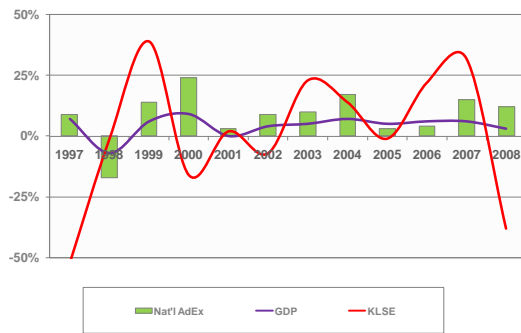
Advertiser	RM mil	07/08 %
1 Celcom	143.1	27
2 Unilever	138.6	8
3 Digi Telecommunications	128.3	-15
4 Procter and Gamble	124.8	1
5 Maxis Communication	112.3	-13
6 Nestle	79.3	-2
7 Glaxo Smithkline	62.8	68
8 KFC Holdings	55.2	23
9 Colgate-Palmolive	53.9	52
10 Petronas	51.0	-9
Total	949.3	3

Source: NMR

- Likewise for the top 10 advertisers, adex (3%) did not grow much over last year compared to the market growth.
- Two advertisers who increased their ad spend by more than 50% were Glaxo Smithkline and Colgate-Palmolive.
- A significant amount of the adex jump in Colgate came from one brand - Colgate toothpaste. In Glaxo Smithkline's case there were a handful of products advertising with no advertising in 2007 being advertised in 2008. Adding on to this was at least five products significantly increasing their ad spend in 2008.

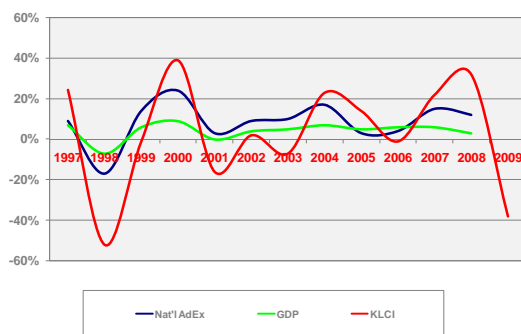
KLCI predicts 1 year in advance performance of adex and GDP

The GDP - AdEx Connection



- The GDP-Adex connection is highly correlated at 88%.

The AdEx Reaction to the Market



- An agency initiative was undertaken to predict the behaviour of adex and GDP. Findings reveal that the KLCI trend line can help us predict one year in advance how adex and the GDP will perform. The correlation between them are very strong.
- Therefore, based on expected correlation to GDP and KLCI trend, we are looking at a contraction in adex and GDP this year, bordering into negative territory.

RTM attract more viewers with "Rediscover Screenings 2009"

- Average weekly adult viewership by Nielsen Media Research for TV1 and TV2 in the last 5 years have been declining. TV1 slid from 55% average weekly viewership for adults in 2004 to 47% in 2008. For TV2, average weekly adult viewership fell from 71% in 2004 to 57% in 2008.
- "Rediscover" re-position TV1 into a 24-hour news channel with the slogan "News Without Borders" focussing on news, talk shows, sports and documentaries.
- Significantly, the supposedly unmovable 8pm prime time news has been moved

to 9pm and replaced with Mandarin news effective January 1.

- TV2 effectively becomes an entertainment channel.
- Key to attracting viewers is good relevant content. Does RTM got what it takes? Tune in to TV1 and TV2.

Media Prima secures one more radio station - One FM

- One FM, a Chinese radio station hits the air waves on 5 January joining three other Chinese radio stations namely, Ai FM, 988 and My FM.
- The station is the third acquired by Media Prima in a span of just over three years with the first being Fly FM in September 2005 followed by Hot FM in February 2006.
- One FM will target those aged between 18 and 30.
- Radio adex growth in 2008 year-on-year is the second fastest at 21% and its share of the advertising pie for the same period has expanded from 4.4% to 4.7%.

First Chinese economic investment weekly launches amidst economic trying times

- KTS Holdings Sdn Bhd, publisher of Oriental Daily News, The Borneo Post, The Sunday Post, Utusan Borneo and See Hua Daily News has launched the country's first Chinese-language economic and investment weekly on 5 January.
- The weekly targets Chinese-educated readers above 35 years old with annual income RM80,000+.

Global online users breach 1 billion mark

- According to comScore World Metrix audience measurement, the global online audience aged 15 and above accessing the internet from home and work computers reached one billion in December 2008.
- 41% of global online users came from the Asia Pacific region, 28% from Europe and 18% from North America.
- China tops the charts, accounting for over 17% of the global traffic.

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