

MEDIA RELEASE

KLANG VALLEY TO PLAY HOST TO ONE OF THE LARGEST, MOST SENSATIONAL AND LONGEST RUNNING MUSICAL EVENT IN ASIA

KUALA LUMPUR, August 2, 2007– More than 50 top local, regional and International artistes and performing arts groups from around the world will be converging in the KL for “LIVE & LOUD KL 07” from November 23 to December 2, 2007. The event will take place all over Klang Valley in outdoor and indoor venues. This was announced today by Mr Reymee Mohamed Hussein, the Chief Festival Director of the event at a press conference, held today.

The event was launched by the Secretary General of the Ministry of Tourism, Malaysia; Y.Bhg. Datuk Dr. Victor Wee. In his speech, Datuk Victor invited Malaysians to join in a grand music and melody extravaganza that will let visitors from all over the world be the judges that Malaysia has arrived as one of the top destinations of choice for music and entertainment based tourism.

The 8-10 day long music extravaganza will see leading musicians from various musical genres such as modern pop melodies, rock, soul, jazz and classical performances at various venues throughout the Klang Valley. The event will be held to coincide with the school holiday period to encourage families to join in the major event that is expected to put Malaysia on the tourism map for world class musical acts on a scale not seen before.

Various performances will be staged at several high profile locations in KL as well as the key shopping districts, leading hotels and prominent clubs around the Klang Valley.

In launching the event, Datuk Victor hoped that LIVE & LOUD KL '07 serves as the precursor to a bigger festival and to include more fringe activities. It would not be too presumptuous to expect these events to be organized on an annual basis.

LIVE & LOUD

A festival such as this would not be complete without the inclusion of musical and performing arts seminars and workshops. These seminars and workshops would benefit all age groups ranging from student and music industry players.

In conjunction with the Ministry of Tourism, the organizer Live & Loud Sdn Bhd have taken a very special initiative to assemble the artistes and musicians of international standing and local counterparts who are themselves highly recognized to celebrate "One Golden Celebration" together with our country's 50th year of independence and to boost government's efforts to welcome tourists during Visit Malaysia Year.

At the press conference, the organiser proudly revealed a fraction of their confirmed artist line-up which include: Dionne Warwick (USA), Kool & the Gang (USA), Lil G of Silk (USA), Maliq D' Essentials (Indonesia), K-Ci & Jojo (USA), Mint Condition (USA), Gong 2000 (Indonesia), Project Pop (Indonesia), James Taylor Quartet, Gloria Gaynor (USA), Shaggy(USA) and the Royal Cambodian Dancers (Cambodia). More artists performing for the event will be announced soon.

For more information about LIVE & LOUD KL '07, please contact Ida Chong at 016-866 4199. Alternatively, you could e-mail her at info@lnkl.com

