



PRESS RELEASE
For immediate release

Explore Malaysia with AI Musafir

Kuala Lumpur, 2 August 2010: After its successful launch in 2009, *AI Musafir: The Essential Arabic Guide to Malaysia*, is back with a new edition for 2010/11! Packed with a new selection of features on the top holiday destinations, outstanding restaurants, where to shop, spas and wellness, education advice and even investment opportunities, *AI Musafir* is the most only luxury Arabic language guide for the hundreds of thousands of discerning Middle Eastern travellers that come to Malaysia each year.

Literally translating as 'The Traveller', *AI Musafir* is essential reading for visitors coming to Malaysia or for those already here. With interesting features, comprehensive listings and a smart, attractive layout, the magazine is among the best travel publications in the country.

This year's fresh features include a look at luxury shopping, medical tourism, education, property investment, and dining. Plus, there is even a feature on travel to Singapore for visitors that want to see more of the region.

With 100+ pages packed with information and a widespread distribution into key targeted areas across the Middle East, *AI Musafir* gives visitors to Malaysia the information they need, even before they've left home.

Published by Malaysia's fastest growing media house, Mongoose, *AI Musafir* has an initial print run of 20,000 copies and will be available on all key flight routes from and to Malaysia from the Middle Eastern countries, major book stores, travel agencies and airline lounges across the Middle East. *AI Musafir* will also be available at all Malaysian Embassies and High Commissions in the region.

In Malaysia, the magazine will be available at all major bookstores and newsstands, Malaysian tourism centres and all five star hotels. Grab your copy now and get ready to experience Malaysia like never before.

About Mongoose

Mongoose is Malaysia's fastest growing media house founded in 1997. They specialise in providing consumer publications (publisher of *Time Out KL*, *Time Out Malaysia Guides*, *Expatriate Lifestyle*, *Golf Vacations*, *The Circular* and *Al Musafir*), web solutions, contract sales, contract publishing, creative marketing solutions, event management and PR. With a guiding principle of 'Communicating with Integrity', Mongoose utilises its international experience spanning three decades and succeeds in bringing editorial, design, marketing, PR, communications and web-based best practice to Malaysia.

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