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GOASEAN GOES LIVE!

LAUNCH OF WORLD'S FIRST ASEAN TRAVEL CHANNEL AS FLAGSHIP CONTENT GOES LIVE ON ASTRO CHANNEL 737

Kuala Lumpur, Malaysia, 2 June 2015: Today, honourable Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib bin Tun Haji Abdul Razak was proud to present the live launch of GOASEAN, the world's first ASEAN travel channel. GOASEAN began as the brainchild of Prime Minister YAB Dato' Sri Mohd Najib bin Tun Haji Abdul Razak to commemorate the Malaysian tenure as ASEAN Chairman, following his emphasis towards a people-centric ASEAN.

"GOASEAN has the potential to grow into a truly international platform, and by offering programmes about all 10 member countries, it should be able to demonstrate how ASEAN is a globally competitive destination for both leisure and commerce, supported by world-class infrastructure. GOASEAN provides the perfect opportunity to broadcast the benefits of our region to a global audience," said Prime Minister, YAB Dato' Sri Mohd Najib Tun Abdul Razak.

GOASEAN is delighted to announce its flagship show, GO Travel. GO Travel provides a fantastic first look at the offerings that GOASEAN will present going forward, taking the audience to the heart of the action with articles ranging from hidden local gems to the latest trends in travel. Airing on Astro channel 737, the first broadcast platform to host GOASEAN, GO Travel brings all the benefits of a travel magazine directly to the television. It's fun. It's exciting. It's everything that travel should be. And GO Travel is lucky to have delightful actress, radio host and dancer Amelia Henderson along with fantastic TV host and actor Jonathan Putra ready to take their audience on an adventure. The ASEAN region has so many adventures to share. With GO Travel, GOASEAN provides the audience with the exciting first step to a thrilling experience.

Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib Tun Abdul Razak said, "This initiative is not only about tourism and travel. It's also about realising the vision of a people-centred ASEAN, something which I believe is important to our region moving forward. It's about making ASEAN and the ties that bind us tangible realities for the citizens of our ten nations."

GOASEAN will offer rich, multi-platform content so audiences can enjoy all the channel has to offer on mobile, online or wherever they might be. They can engage through social media, **tweet** their travel tips or thoughts on **@goaseantv**, share their adventures on **Facebook** at **goaseantv**, on **Instagram** as **@goasean** or even watch some beautiful videos on the **GOASEAN YouTube** channel. And with the rich, detailed content on **GOASEAN.com**, they will never be short of ideas for their next adventure.

GOASEAN will provide fresh, user-generated content alongside articles and programming developed by member nations to ensure that the channel offers unique, engaging content for every traveller, 24/7, 365 days a year.

GOASEAN is also happy to announce the inclusion of a customised and complete travel booking system parked within GOASEAN.com that will allow users to book flights, hotels, airport transfers and tours throughout the ASEAN region. Travellers and tourists will be able to plan and optimise their time and budget, adding more value to their overall ASEAN travelling needs and experience. In partnership with Sri Sutra Travel, GOASEAN will have an award-winning travel group providing their expertise and platform to help support this system.



GOASEAN also aims to boost collaboration and investment between member nations and provide business opportunities within the travel sector for the benefit of the entire region. As the first content goes live, ASEAN nations are offered the opportunity to showcase the rich cultural heritage and natural beauty of the region to a global audience on a scale never been seen before.

GOASEAN is not just about sharing a great opportunity; it is about sharing a great adventure. That fantastic adventure starts here, today.

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About GOASEAN

GOASEAN is the world's first ASEAN focused travel channel, integrating ASEAN's tourism marketing as a single destination, an initiative mooted by Malaysia during its position as the Chairman of ASEAN in 2015. GOASEAN will be a game-changer in bringing ASEAN to the world. The channel will showcase a kaleidoscope of natural beauty and rich heritage, cultural diversity and abundant travel-tourism business opportunities the region has to offer. GOASEAN will highlight key areas such as shopping, sports and music tourism, festival and food tourism, health and nature tourism, and MICE. GOASEAN will broadcast 24/7, 365 days a year on multiscreen platforms, primarily IPTV, Mobile, DTH and digital platforms.

ASEAN consists of 10 member states, namely Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, The Philippines, Singapore, Thailand and Vietnam with each member state rotating chairmanship annually. Malaysia is the chairman of ASEAN in 2015.

For more information please visit, www.GOASEAN.com

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