



**MALAYSIAN
NATIONAL
NEWS
AGENCY
(BERNAMA)**

**MEDIA RELATIONS
AND EVENT
MANAGEMENT
(MREM)
SERVICES**

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1.0 Introduction



1.1 About the Malaysian National News Agency (BERNAMA)

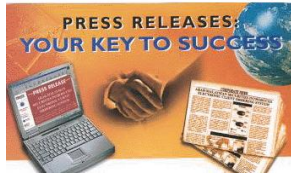
The Malaysian National News Agency or BERNAMA, a statutory body, was set up by an Act of Parliament in 1967 and began operations in May 1968. BERNAMA's role as a source of reliable and latest news is well known among local & international media including government agencies, corporations, universities and individuals nationwide.

Most Malaysian newspapers and electronic media and other international news agencies are BERNAMA subscribers. BERNAMA is operating in the information industry, which is competitive but has tremendous growth potential. BERNAMA is continuously conducting research to upgrade the quality of its products and services, which include real-time financial information, real-time news, an electronic library, dissemination of press releases, event management, photo and video footage.



1.2 About MREM Malaysia-Global “Your direct link to the media”

MREM is a professional press release distribution service by BERNAMA, Malaysia's National News Agency, a leading supplier of news content to the local and international media. For close to 25 years now, business, government and multinationals have depended on MREM's media relations services to get their products and ventures featured in the newspapers and aired on radio and TV. A successful track record has helped MREM to establish itself as a credible and important source of company news to the media, and strategise in delivering value for the client.



2.0 MREM's Features

- Simultaneous* When MREM distributes your release, all major newspapers, including TV and radio stations throughout the nation, receive the release simultaneously.
- Wire service* The media receive your release, plus invitations and backgrounders, on the same network it receives BERNAMA's newswire reports. This gives editors direct access to your announcements.
- Reach* MREM can send your release to any destination locally and globally and in any language.
- Global access* All press releases sent by MREM are displayed at mrem.bernama.com for your business partners, investors, customers and employees to freely access.

3.0 Benefits To MREM Users

Convenient

Just send a copy of your press release to MREM and we will do the rest: MREM distributes the release and photographs to the media, followed with repeat transmission (when necessary) and monitors for press coverage.



Cost effective

MREM charges a subscription fee for its services, which is nominal for what you receive in press coverage. A press release published or broadcast is equivalent to thousands of ringgit in advertising space.

Successful

MREM's association with the Malaysian National News Agency (BERNAMA) helps the press releases to get the press attention and coverage customers want.

4.0 MREM Services

4.1 Domestic Press Release Distribution (Malaysia & Singapore)

All press releases are drafted by client and is distributed to local media including Sabah and Sarawak. Various packages offered:

10 Press Releases

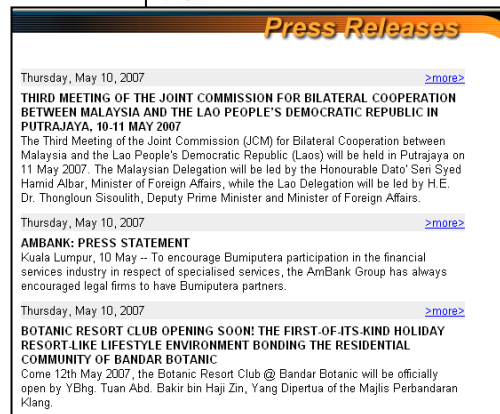
30 Press Releases

50 Press Releases

Packages include:

- Repeat transmission of press releases for maximum coverage
- Monitoring of local newspapers for clippings
- Note-to-Editors or press invitations distributed to the media free of charge (FOC)

There will be a cost involved for distributing photograph(s) related to client's press release. Kindly contact our representative for cost of distribution and information on various packages.



Some clients who presently subscribe to this service are Ministry of Natural Resources and Environment, Department of Standards Malaysia, AmBank Group, CIMB Group, PETRONAS, BASF (Malaysia) Sdn Bhd, Shell Malaysia, Universiti Kebangsaan Malaysia, etc.

4.2 ASIANET Service



BERNAMA is a Board member of an established consortium consisting mainly of the principal news agencies within the Asia Pacific region. We have working arrangements with overseas affiliates for distribution of press releases in the USA, UK/Europe, Middle East, Canada, Latin America and Africa.

A key part of the AsiaNet service is to provide media in many lands with a translated version of the client's original copy in a style acceptable for publication. This overcomes cultural and language barriers and guarantees some news-of-the-day consideration by media.

In summary, AsiaNet, through its prominent news partners, arranges for clients' news releases to be distributed in full text, unedited and translated where necessary. They are dispatched through AsiaNet's Internet Operations Platform to locations and lists reaching a combination of general news and industry-specific media as required by the client.

Press Releases

US \$100,000 PRIZE ANNOUNCED FOR FIRST INTERNATIONAL ENVIRONMENTAL DESIGN ENGINEERING COMPETITION OF ITS KIND

Tuesday, May 15, 2007

LONDON, May 15 /PRNewswire-AsiaNet/ --

Global Distributor Premier Farnell Offers Unique Package of Legal, Marketing and Design Support for 'Live Edge' Winner

Premier Farnell plc (LSE: pfl), one of the world's leading distributors of electronic components, has launched a major international design competition called 'Live Edge' - Electronic Design for the Global Environment. Farnell Newark, a Premier Farnell business, will support the competition throughout Brazil, Hong Kong, Malaysia and Singapore.

Electronics engineers, students and academics around the world are invited to submit designs for an innovative product that utilises electronic components and has a positive impact on the environment, for example by increasing energy efficiency or reducing carbon emissions. Full details are available at: www.live-edge.com <<http://www.live-edge.com>>

Some of the clients who use the AsiaNet service are PETRONAS, East Coast Economic Region Development Council (ECERDC), Kuwait Finance House, Ministry of Culture, Arts and Heritage (for Kraftangan Malaysia), Cyberview Sdn Bhd, International Islamic University Malaysia (IIUM), World Islamic Economic Forum Foundation, Thinkerbox (M) Sdn Bhd, MINDA, Prority Consultants, INTEC Systems, SEDANIA Travelneeds2u, Grey Two PR Sdn Bhd, MediaBond Sdn Bhd, etc.

(Note: Costing subject to destination i.e. Single Country or Region)

4.3 Translation Services

Translation services are available for Mandarin, Tamil, Bahasa Malaysia, Arabic and English.

- For press releases in Mandarin, Tamil and Arabic, the cost will be based on the article and will be quoted accordingly
- For non-press releases in Mandarin, Bahasa Malaysia, Tamil, Arabic and English – a quotation will be provided subject to a review of the article/document(s)
- Turnaround period for translation of press releases – minimum 24 hours/1 day

Some of the clients who use the translation services are Ministry of Culture, Arts and Heritage (for Kraftangan Malaysia), Dove Bid (Singapore), Malaysia Palm Oil Board (MPOB), ExxonMobil, SHELL, etc.

4.4 Media Relations Services

Following are some activities outlined for your kind consideration:

- Distribution of full text press releases to all media
- Online distribution of photographs
- Draft Media Advisory/Press Invitation
- Distribution of note-to-editor/press invitation to all media
- Coordinating media attendance for the press conference/launch
- Conduct interviews with key personalities; BERNAMA to be advised
- Provide full support from BERNAMA Editorial, TV and Photo for related events
- Draft report highlighting side events
- Provide an icon on BERNAMA's website, hyper linked to client web page
- MREM personnel in attendance for press conference/launch
- Advise media kit contents
- Monitoring and compilation of clippings from local newspapers (English/Malay) and online news reports

Some of the clients who use the Media Relations services are Malaysian Maritime Enforcement Agency, Malaysia Palm Oil Board (MPOB), ABC Exhibitions, FELCRA, FAMA, Protamp Exhibition, Perwira Bintang Sdn Bhd, etc.

4.5 Event Management

BERNAMA MREM offers two important aspects of event management:



11th ASEAN Summit 2005



Islamic Development Bank (IDB)

4.5.1 Publicity and promotion

- Organising exclusive interviews to provide the media with positive news
- Coordinate pre, during and post publicity for the event
- Our service will include Editorial/ Photo services and TV coverage by BERNAMA TV on all events organised by client
- Furnish photographs to all media through existing facilities including online services
- An icon will be created on BERNAMA's website which will feature the events and news reports related to client
- There will also be a 'hyperlink' to client website

(Note: Interviews and news reports prepared by BERNAMA will be aired by ASTRO)

4.5.2 Media Centre Management



NAM Ministerial Meeting on The Advancement of Women



39th Asean Ministerial Meeting

- We offer advice to clients on the set up of a media center
- We plan and coordinate facilities and telecommunication facilities including 'online' facilities, press registration, media announcements and media accreditation

- Distribute information on events to the local media
- Outline rules and guidelines pertaining to the issuance of media passes
- Coordinate the issuance of media passes and press kits
- Coordinate press interviews throughout the events
- Coordinate movement of media personnel during the event
- Monitor and gather BERNAMA reports and newspaper cuttings from local newspapers including Sabah and Sarawak.

Some of the events we have managed are NAM Summit 2003, 10th OIC Summit 2003, 11th ASEAN Summit 2005, NAM Women Ministerial Meeting, Islamic Development Bank (IDB) Meeting 2005 & 2006, Langkawi International Dialogue 2000, 2002 & 2004, 39th ASEAN Ministerial Meeting 2006, KL'06 FESPIC Games 2006 etc.

Some clients who have engaged our Event Management services are Department of Awqaf, Zakat and Hajj, SKALI Group, Ministry of Youth and Sports, Ministry of International Trade and Industry, Ministry of Foreign Affairs, Anti-Corruption Agency, Bank Negara Malaysia, Ministry of Finance, Ministry of Women, Family and Community Development, Department of Islamic Development Malaysia (JAKIM), etc.

Media Relations & Event Management (MREM)

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