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CORPORATE INFORMATION

BOARD OF DIRECTORS

Tan Sri Dato' Seri Vincent Tan Chee Yioun
- Chairman, Non-Independent Non-Executive Director

Chan Kien Sing
- Non-Independent Executive Director

Freddie Pang Hock Cheng
- Non-Independent Non-Executive Director

Dato' Azlan Meah Bin Hj Ahmed Meah
- Non-Independent Non-Executive Director

Mohd Zain Bin Ahmad
- Non-Independent Non-Executive Director

Loh Chen Peng
- Independent Non-Executive Director

Datuk Seri Azman Bin Ujang
- Independent Non-Executive Director

Alternate Director

Chan Kien Sing
(Alternate Director to Tan Sri Dato' Seri Vincent Tan Chee Yioun)

SECRETARIES

Su Swee Hong (MAICSA 0776729)
Gan Hui Hui (MAICSA 7022230)

AUDIT AND RISK MANAGEMENT COMMITTEE

Loh Chen Peng
Datuk Seri Azman Bin Ujang
Freddie Pang Hock Cheng

NOMINATING COMMITTEE

Datuk Seri Azman Bin Ujang
Loh Chen Peng
Freddie Pang Hock Cheng

REMUNERATION COMMITTEE

Tan Sri Dato' Seri Vincent Tan Chee Yioun
Loh Chen Peng

SHARE OPTION SCHEME COMMITTEE

Loh Chen Peng
Freddie Pang Hock Cheng
Chan Kien Sing

REGISTERED OFFICE

Lot 13-01A, Level 13 (East Wing)
Berjaya Times Square
No.1, Jalan Imbi
55100 Kuala Lumpur
Tel: 03-2149 1999
Fax: 03-2143 1685

SHARE REGISTRAR

Berjaya Registration Services Sdn Bhd
Lot 06-03 Level 6 (East Wing)
Berjaya Times Square
No.1, Jalan Imbi
55100 Kuala Lumpur
Tel: 03-2145 0533
Fax: 03-2145 9702

AUDITORS

Deloitte KassimChan
Chartered Accountants
Level 19, Uptown 1
No.1, Jalan SS21/58
Damansara Uptown
47400 Petaling Jaya
Selangor Darul Ehsan
Tel: 03-7726 1833, 03-7723 6500
Fax: 03-7726 3986, 03-7726 8986

STOCK EXCHANGE LISTING

Main Market of Bursa Malaysia Securities Berhad
Stock Short Name: BJMEDIA
Stock Code: 6025

PROFILE OF DIRECTORS

TAN SRI DATO' SERI VINCENT TAN CHEE YIOUN

57 years of age, Malaysian
Chairman
Non-Independent
Non-Executive Director

He was appointed to the Board as Chairman and Non-Independent Non-Executive Director on 20 February 2002. He is also the Chairman of the Remuneration Committee.

He is a businessman and entrepreneur with varied interests in property development and investment, gaming, stockbroking, manufacturing, trading, hospitality, internet-related businesses, utilities, media, telecommunications,

insurance and education through various public and private companies namely, the Berjaya Corporation group of companies, Matrix International Berhad, MOL.com Berhad, MOL AccessPortal Berhad, Intan Utilities Berhad, U Television Sdn Bhd and Informatics Education Ltd.

He is currently the Chairman/Chief Executive Officer of Berjaya Corporation Berhad and the Managing Director/CEO of Sports Toto Malaysia Sdn Bhd. He is also the Chairman of Berjaya Times Square Sdn Bhd, 7-Eleven Malaysia Sdn Bhd and U Mobile Sdn Bhd, a 3G mobile phone operator in Malaysia.

He also holds directorships in Berjaya Hills Berhad, Berjaya Vacation Club Berhad, Berjaya Golf Resort Berhad as well as several other private limited companies including Sun Media Corporation Sdn Bhd.



CHAN KIEN SING

53 years of age, Malaysian
Non-Independent Executive Director
Alternate Director to Tan Sri Dato' Seri Vincent Tan Chee Yioun

He was appointed as Alternate Director to Tan Sri Dato' Seri Vincent Tan Chee Yioun on 26 February 2004 and was subsequently appointed as Executive Director on 26 February 2008. He is also a member of the Share Option Scheme Committee.

He is a member of The Malaysian Institute of Certified Public Accountants and Malaysian Institute of Accountants. Having articulated with Messrs Peat Marwick Mitchell (now known as KPMG) from



1975 to 1981, he subsequently joined Arab-Malaysian Merchant Bank Berhad (now known as AmMerchant Bank Berhad) specialising in corporate finance until 1989 when he joined Berjaya Group Berhad.

Currently, he is an Executive Director of Berjaya Corporation Berhad and Berjaya Sports Toto Berhad. He is also the Chairman of Berjaya Holdings (HK) Limited, the Managing Director of Sun Media Corporation Sdn Bhd, a Director of Matrix International Berhad, Intan Utilities Berhad, Berjaya Vacation Club Berhad, Berjaya Group Berhad, Berjaya Capital Berhad and International Lottery & Totalizator Systems, Inc. United States of America. He also holds directorships in several other private limited companies.

FREDDIE PANG HOCK CHENG

54 years of age, Malaysian
Non-Independent
Non-Executive Director

He was appointed to the Board as a Non-Independent Non-Executive Director on 18 February 2004. He is also a member of the Audit and Risk Management Committee, Nominating Committee and Share Option Scheme Committee.

He began his career with a predecessor firm of Messrs Ernst & Young where he worked for seven (7) years until 1982 during which he qualified for entry as a member of the Malaysian Institute of Certified



Public Accountants. He is also a member of the Malaysian Institute of Accountants. Thereafter, he joined the Corporate Advisory Department of Malaysian International Merchant Bankers Berhad where he was actively involved in a wide variety of corporate exercises in an advisory capacity until his departure in 1990 to join Berjaya Group Berhad.

He is currently the Chairman of Intan Utilities Berhad, an Executive Director of Berjaya Corporation Berhad and Berjaya Sports Toto Berhad, a Director of Berjaya Group Berhad, MOL.com Berhad, Berjaya Vacation Club Berhad, TMC Life Sciences Berhad and Informatics Education Ltd, Singapore. He also holds directorships in several other private limited companies.

DATO' AZLAN MEAH BIN HAJI AHMED MEAH

53 years of age, Malaysian
Non-Independent
Non-Executive Director

He was appointed to the Board as a Non-Independent Non-Executive Director on 26 February 2008.



He furthered his education at Bunker Hill Community College, Boston USA. He began his career in Berjaya Group of Companies ("the Group") in 1986 as Business Development Manager and was the Senior General Manager (Corporate Services & Information) prior to his current appointment as an Executive Director of Berjaya Corporation Berhad.

He has over 23 years of working experience in the Group and has played a major advisory role in the Group's projects in the field of privatisation, infrastructure, air transportation, recreational and hotel resort development. He also represented the Group effectively in corporate and governmental relations, negotiations and the Group's new business ventures.

Currently, he is also a Director of Berjaya Hills Berhad, Berjaya Group Berhad, Bukit Kiara Resort Berhad, KDE Recreation Berhad and Sun Media Corporation Sdn Bhd. He also holds directorships in several other private limited companies in the Berjaya Corporation group of companies.

MOHD ZAIN BIN AHMAD

57 years of age, Malaysian
Non-Independent
Non-Executive Director

He was appointed to the Board as a Non-Independent Non-Executive Director on 26 February 2008.

He holds a Bachelor of Laws degree from the University of Buckingham, England and a Certificate in Legal Practice. He also holds Diplomas in Syariah Law & Practice from the International Islamic University Malaysia and Public Administration from Universiti Teknologi MARA.

He began his career with the Royal Malaysian Police Force as a police inspector in 1971. He was promoted to Assistant Superintendent of Police in 1980 and served until 1986. He was admitted as an Advocate and Solicitor of the High Court of Malaya on 25 October 1986 and is currently a practising solicitor.

He is also a Director of Berjaya Corporation Berhad and Sun Media Corporation Sdn Bhd.

**LOH CHEN PENG**

55 years of age, Malaysian
Independent
Non-Executive Director

He was appointed to the Board as an Independent Non-Executive Director on 8 January 2005.

He is the Chairman of the Audit and Risk Management Committee and Share Option Scheme Committee. He is also a member of the Remuneration Committee and Nominating Committee.

He is an accountant by profession and a member of the Malaysian Institute of Certified Public Accountants (MICPA). He started his career with an international accounting firm in 1975 and gained membership to the MICPA. He then joined a merchant banking group in 1980 and for the next thirteen (13) years, held senior management positions in the areas of corporate finance and corporate banking. Thereafter, he had a short stint in a stockbroking group. In 1994, he helped establish a commercial bank and served on its Executive Committee of Directors until 2001.

He is now involved in some private ventures and is an Independent Non-Executive Director of Major Team Holdings Berhad and Dijaya Corporation Berhad.

**SAVE AS DISCLOSED, NONE OF THE DIRECTORS HAVE:-**

1. any family relationship with any Director and/or major shareholder of the Company;
2. any conflict of interest with the Company; and
3. any convictions for offences within the past 10 years other than traffic offences.

DATUK SERI AZMAN BIN UJANG

58 years of age, Malaysian
Independent Non-Executive Director

He was appointed to the Board as an Independent Non-Executive Director on 21 July 2008. He is the Chairman of the Nominating Committee and a member of the Audit and Risk Management Committee.



He began his 36-year career with Malaysian National News Agency ("BERNAMA") as a cadet reporter in 1971 and was promoted to various editorial positions before he rose to become Editor-in-Chief in 2004. He was made the General Manager of BERNAMA in March 2007 before retiring from BERNAMA in June 2008 and subsequently appointed as the Editorial Advisor to BERNAMA.

Currently, he is the Chairman of the Malaysian Press Institute.

STATEMENT ON CORPORATE GOVERNANCE

The Board of Directors of Berjaya Media Berhad is committed and continues to comply with the principles and best practices set out in the Malaysian Code on Corporate Governance ("the Code") to ensure that the highest standards of corporate governance are practised throughout the Group.

The statement below sets out how the Group has applied the key principles of the Code and the extent of its compliance with the best practices throughout the financial period ended 30 April 2009.

(A) DIRECTORS**(i) The Board**

The Group is led and managed by an experienced Board with a wide range of expertise which plays an important role in the stewardship of its direction and operations.

The Board meets regularly on a quarterly basis with additional meetings being convened as necessary. For the 16 months' financial period from 1 January 2008 to 30 April 2009, the Board met six (6) times and the record of attendance of each Director is set out below:-

Directors	No. of Meetings Attended
Tan Sri Dato' Seri Vincent Tan Chee Yioun	4/6
Chan Kien Sing (Appointed on 26.2.2008)	5/5 *
Freddie Pang Hock Cheng	6/6
Loh Chen Peng	6/6
Dato' Azlan Meah Bin Hj Ahmed Meah (Appointed on 26.2.2008)	5/5 *
Mohd Zain Bin Ahmad (Appointed on 26.2.2008)	5/5 *
Datuk Seri Azman Bin Ujang (Appointed on 21.7.2008)	4/4 *
Ng Seng Hin (Resigned on 23.6.2008)	2/2 *
Lim Hooi Kiang (Resigned on 23.6.2008)	0/2 *
Shamsul-Bahrain Bin Ibrahim (Retired on 23.6.2008)	2/2 *
Tong Kooi Ong (Resigned on 26.2.2008)	0/1 *
Tong Kooi Soon (Resigned on 1.2.2008)	N/A
Chan Kien Sing (Alternate Director to Tan Sri Dato' Seri Vincent Tan Chee Yioun)	1/6
Ho Kay Tat (Resigned on 26.2.2008)	1/1 *
Tan Boon Kean (Resigned on 26.2.2008)	1/1 *

* Reflects the attendance and the number of meetings held during the period the Director held office.
N/A: Not applicable

(ii) Board Composition

The Board currently has seven (7) members, one (1) Executive Director and six (6) Non-Executive Directors of whom two (2) are Independent Directors. A brief profile of each Director is contained in pages 2 and 3.

The Executive and Non-Executive Directors, with their different backgrounds and experiences in the field of finance, accounting, media, business and law make up a balanced and effective Board. The presence of Independent Directors provides objectivity to the Board's decisions, ensuring that all strategies proposed by the management are fully discussed and examined, and take into account the long-term interests of stakeholders, including shareholders, employees, customers, suppliers and the various communities in which the Company conducts its business.

(iii) Supply of Information

The Directors have full and timely access to information concerning the Company and the Group. The Board papers which include reports on the Group's operations, finance and corporate development are distributed to the Directors prior to Board meetings. Notices with relevant agenda are provided in sufficient time prior to Board meetings to enable the Directors to obtain further explanation or clarification, if any.

All Directors have access to the advice and services of the Company Secretary and the senior Management staff in the Group and may obtain independent professional advice at the Company's expense in furtherance of their duties.

(iv) Appointment to the Board

The Nominating Committee currently comprises the following members:-

- Datuk Seri Azman Bin Ujang (Chairman/Independent Non-Executive)
- Loh Chen Peng (Independent Non-Executive)
- Freddie Pang Hock Cheng (Non-Independent Non-Executive)

The Nominating Committee is responsible amongst others, for identifying and making recommendations for any

appointments and re-election of Board members or Board committee members.

(v) Directors' Training

All Directors have attended the Mandatory Accreditation Programme ("MAP") prescribed by the Bursa Malaysia Securities Berhad ("Bursa Securities"). Apart from the MAP, the Directors have also attended the Continuing Education Programme ("CEP") conducted by various course leaders. The Directors will continue to attend seminars and courses to keep themselves updated on regulatory and corporate governance developments, besides enhancing their professionalism and knowledge to effectively discharge their duties and obligations.

Details of the training programmes attended by the Directors during the financial period ended 30 April 2009 were as follows:-

Titles of Courses/Seminars/Forums

- 9th World Knowledge Forum
- Forbes Global Chief Executive Officer Conference
- National Accountants Conference
- Understanding the Regulatory Environment in Singapore
- ASEAN Infrastructure Financing Mechanism
- Malaysian Boardroom Challenges: Impact and Implications of The Malaysian Companies (Amendment) Act 2007 (Act A1299)
- Managing Financial Crisis and Capital Controls

(vi) Re-election of Directors

In accordance with the Company's Articles of Association, one-third (1/3) of the Directors shall retire from office, at least once in three (3) years. Retiring Directors can offer themselves for re-election. Directors who are appointed by the Board during the financial year will offer themselves for re-election by the shareholders at the Annual General Meeting ("AGM") held following their appointments.

Pursuant to Section 129(6) of the Companies Act, 1965, Directors who are over the age of seventy (70) years shall retire at every AGM, and may offer themselves for re-appointment to hold office until the next AGM.

(B) DIRECTORS' REMUNERATION**(i) Remuneration Committee**

The Remuneration Committee currently comprises the following members:-

- Tan Sri Dato' Seri Vincent Tan Chee Yioun (Chairman/Non-Independent Non-Executive)
- Loh Chen Peng (Independent Non-Executive)

The primary function of the Remuneration Committee is to set up the policy framework and to make recommendations to the Board on all elements of the remuneration and other terms of employment of the executive directors.

The determination of the remuneration for the non-executive directors will be a matter to be decided by the Board as a whole with the Director concerned abstaining from deliberations and voting on decisions in respect of his individual remuneration package.

(ii) Details of the Directors' Remuneration

The aggregate Directors' remuneration paid or payable to the Directors in office during the 16 months' financial period by the Company and the Group categorised into appropriate components for the financial period ended 30 April 2009 are as follows:-

	RM				
	Fees	Salaries and Other Emoluments	Bonus	Benefits-in-kind	Total
Executive	-	288,960	-	15,270	302,250
Non-Executive	77,525	17,050	-	-	94,575
	77,525	306,010	-	15,270	396,805

The number of Directors of the Company who served during the financial period and whose total remuneration from the Group falling within the respective bands are as follows:-

Range of Remuneration (RM)	Executive Director(s)	Non-Executive Director(s)
0 - 50,000	3	6
200,001 - 250,000	1	-

Note: The above tables are inclusive of all the Directors who had resigned or retired during the financial period.

(C) RELATIONS WITH SHAREHOLDERS AND INVESTORS

The Board recognises the importance of keeping the shareholders well informed of all major developments in the Company on a timely basis. The Corporate Communications division of the holding company, Berjaya Corporation Berhad plays an active role in assisting the Company with regards to maintaining the Company's relations with its shareholders and investors, among others.

The various disclosures and announcements made to Bursa Securities, inter alia the quarterly and annual results, and corporate developments facilitate the dissemination of information to the shareholders and investors.

The Company provides a platform for dialogue and interaction with all shareholders through its AGM. At each AGM, the Board presents the progress and performance of the Group's businesses and encourages shareholders to participate through a question and answer session. The Directors and external auditors of the Company are available to respond to shareholders' queries during the AGM.

(D) ACCOUNTABILITY AND AUDIT**(i) Financial Reporting**

The Directors are responsible for ensuring that the financial statements prepared are drawn up in accordance with the provisions of the Companies Act, 1965 and applicable financial reporting standards in Malaysia. In presenting the financial statements, the Company has used appropriate accounting policies, consistently applied and supported by reasonable judgements and estimates.

The quarterly financial results and audited financial statements were reviewed by the Audit Committee and approved by the Board before they were released to Bursa Securities. The details of the Company and Group's financial statements for the financial period ended 30 April 2009 are disclosed on pages 14 to 27.

(ii) Directors' Responsibility Statement In Respect Of Financial Statements

The Directors are required to prepare the financial statements which give a true and fair view of the state of affairs of the Group and the Company as at the end of each financial year and of their results and their cashflows for that financial year then ended.

The Directors consider that, in preparing the financial statements for the financial period ended 30 April 2009, the Group has used appropriate accounting policies and applied them consistently and made judgements and estimates that are reasonable and prudent. The Directors also consider that all applicable financial reporting standards have been followed and confirm that the financial statements have been prepared on a going-concern basis.

The Directors are responsible for ensuring that the Group and the Company keep accounting records which disclose with reasonable accuracy at any time the financial position of the Group and the Company and which enable them to ensure that the financial statements comply with the provisions of the Companies Act, 1965, and the applicable financial reporting standards in Malaysia.

The Directors are also responsible for safeguarding the assets of the Group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

(iii) Internal Control

The Board of Directors has overall responsibility for maintaining a system of internal control, which provides reasonable assessments of effective and efficient operations, internal controls and compliance with laws and regulations.

(iv) Relationship With Auditors

Through the Audit Committee, the Company has established a transparent and appropriate relationship with auditors, both internal and external. From time to time, the auditors highlighted to the Audit Committee and Board on matters that require the Board's attention.

OTHER INFORMATION

- Sanctions and/or Penalties**
The Company and its subsidiaries, Directors and management have not been imposed with any sanctions and/or penalties by any regulatory bodies.
- Non-audit fees**
There was no non-audit fees paid to the external auditors by the Group for the financial period ended 30 April 2009.
- Material Contracts**
Other than those disclosed in the financial statements, there were no material contracts including contracts relating to any loans entered into by the Company and its subsidiaries involving Directors' and major shareholders' interests.
- Revaluation Policy on Landed Properties**
The Company does not own any landed properties as at 30 April 2009.

theSun

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STATEMENT ON INTERNAL CONTROL

INTRODUCTION

The Malaysian Code on Corporate Governance requires listed companies to maintain a sound system of internal control to safeguard shareholders' investments and the Group's assets. The Listing Requirements of Bursa Malaysia Securities Berhad ("Bursa Securities") require directors of listed companies to include a statement in annual reports on the state of their internal controls. The Bursa Securities' Statement on Internal Control: Guidance for Directors of Public Listed Companies ("Guidance") provides guidance for compliance with these requirements. The Board's Internal Control Statement, which has been prepared in accordance with the Guidance, is set out below.

RESPONSIBILITY

The Board of Directors recognises the importance of sound internal controls and risk management practices to good corporate governance. The Board affirms its overall responsibility for the Group's systems of internal controls and risk management, and for reviewing the adequacy and integrity of those systems. It should be

noted, however, that such systems are designed to manage rather than eliminate the risk of failure to achieve business objectives. In addition, it should be noted that any system could provide only reasonable, and not absolute assurance against material misstatement or loss.

The Group had in place, an ongoing process for identifying, evaluating, monitoring and managing the significant risks affecting the achievement of its business objectives throughout the period. This process is regularly reviewed by the Board, which dedicates time for discussion on this subject.

RISK MANAGEMENT FRAMEWORK

The Board has established an organisation structure with clearly defined lines of accountability and delegated authority. It has extended the responsibilities of the Audit Committee to include the work of monitoring all internal controls and risk management. Its review covers matters such as responses to significant risks identified, output from the monitoring process and changes made to the internal control systems.

OTHER KEY ELEMENTS OF INTERNAL CONTROL

The other key elements of the Group's internal control systems are described below:-

- Clearly defined delegation of responsibilities to committees of the Board and to management of Head Office and operating units, including authorisation level for all aspects of the business which are set out in an authority matrix;
- Regular and comprehensive information provided to management, covering financial performance and key business indicators, such as cashflow performance;
- An internal audit function which assesses the effectiveness of the internal control system and highlights significant risks affecting the Group; and
- Regular visits to operating units by senior management.

The system of internal control was satisfactory and had not resulted in any material losses, contingencies or uncertainties that would require disclosure in the Group's Annual Report.

AUDIT COMMITTEE REPORT

The Audit Committee was established in 1995.

COMPOSITION OF AUDIT COMMITTEE

Chairman	: Loh Chen Peng (Independent Non-Executive Director)
Members	: Datuk Seri Azman Bin Ujang (Independent Non-Executive Director)
	: Freddie Pang Hock Cheng (Non-Independent Non-Executive Director)

TERMS OF REFERENCE**1. Objectives**

The Audit Committee shall provide assistance to the Board of Directors in fulfilling its fiduciary responsibilities relating to internal control, corporate accounting and reporting practices of the Company and its subsidiaries ("Group"). The Audit Committee will endeavour to adopt practices aimed at maintaining appropriate standards of responsibility, integrity and accountability to the Company's shareholders, thereby strengthening the confidence of the public in the Group's reported results.

2. Membership

The Audit Committee shall be appointed by the Board of Directors from among its members and shall comprise at least three (3) Directors, all of whom shall be non-executive Directors. The majority of the members of the Audit Committee shall be Independent Directors.

At least one member of the Audit Committee shall be a member of the Malaysian Institute of Accountants or a person approved under Paragraph 15.10 (1) (c) of the Listing Requirements of Bursa Malaysia Securities Berhad. No Alternate Director shall be appointed as a member of the Audit Committee.

The Chairman of the Audit Committee shall be elected from among the members and he shall be an Independent Director. If a member of the Audit Committee resigns or for any reason ceases to be a member resulting in the number of members being fewer than the required number of three (3), the Board shall, within three (3) months of that event, appoint such number of new members as may be required to make up the minimum number of members. All members of the Audit Committee including the Chairman shall hold office until otherwise determined by the Board or until they cease to be a Director of the Company.

The Company Secretary shall be the Secretary of the Audit Committee.

3. Duties and Responsibilities

The duties and responsibilities of the Audit Committee are as follows:-

- review the maintenance of an effective accounting and business controls system;
- review the Company's accounting policies and reporting requirements to ensure compliance with the relevant laws and standards;
- review the Company's general business ethics and compliance with relevant law and listing requirements;
- review any related party transaction and conflict of interest situation that may arise within the Company or Group including any transaction, procedure or course of

- conduct that raises questions of management integrity;
- review the scope of the external audit to ensure no unjustified restrictions are imposed by management;
- liaise directly between the external auditors, the management and the Board as a whole, particularly with regard to the audit plan and audit report;
- review the findings of the external and internal auditors on internal controls and other audit comments;
- recommend the appointment and remuneration of external auditors;
- review the quarterly results and year-end financial statements, prior to the approval by the Board of Directors, focusing particularly on changes in or implementation of major accounting policy changes, significant and unusual events and compliance with accounting standards and other legal requirements;
- identify significant risks;
- review and approve the internal audit plan for the financial year and appraise the audit scope, reports and recommendations; and
- review the adequacy of scope, functions, competency and resources of the internal audit department and that it has the necessary authority to carry out its work.

4. Authority

The Audit Committee was given the authority to do the following:-

- investigate any matter within its terms of reference;
- obtain resources that are required to perform its duties;
- have full and unrestricted access to any information pertaining to the Group;
- have direct communication channels with the external auditors and persons carrying out the internal audit function;
- obtain independent professional and other advice and to secure the attendance of external professionals with relevant experience and expertise if it considers necessary; and
- convene meetings with the external auditors, the internal auditors, or both, excluding the attendance of other directors and employees of the Group, whenever deemed necessary.

MEETINGS

The Audit Committee shall meet at least four (4) times a year. Additional meetings may be called at any time upon the request of any member of the Audit Committee, the external auditors and at the Chairman's discretion. The quorum for each meeting shall be two (2) members, who must be Independent Directors. The agenda shall be sent to all members of the Audit Committee and any other persons who may be required to attend the meeting at least seven (7) days prior to the meeting unless such requirement is waived by the members in the meeting.

The decision of the Audit Committee shall be by a majority of vote. In the case of equality of vote, the Chairman, or if he is absent, the Chairman of the meeting elected from among the members attending the meeting, shall have a second and casting vote. The Audit Committee may invite other Directors and employees of the Company and its subsidiaries to attend any meeting as it deems fit.

For the 16 months' financial period from 1 January 2008 to 30 April 2009, the Committee held seven (7) meetings. The number of meetings attended by each Committee Member is as follows:-

Members	No. of Meetings Attended
Loh Chen Peng	7/7
Freddie Pang Hock Cheng (Appointed on 21.7.2008)	4/4 *
Datuk Seri Azman Bin Ujang (Appointed on 21.7.2008)	4/4 *
Lim Hooi Kiang (Resigned on 23.6.2008)	2/3 *
Shamsul-Bahrain Bin Ibrahim (Retired on 23.6.2008)	3/3 *

*Reflects the attendance and the number of meetings held during the period the Audit Committee member held office. Representatives from the external auditors have attended four (4) of the seven (7) meetings held during the financial period ended 30 April 2009.

SUMMARY OF ACTIVITIES OF THE AUDIT COMMITTEE DURING THE FINANCIAL PERIOD ENDED 30 APRIL 2009

The activities were as follows:-

- reviewed the internal audit reports presented and considered the findings of internal audit in the Group's operating subsidiaries through the review of internal audit reports tabled and management responses thereof;
- reviewed the Internal Audit Plans for years 2008 and 2009 and the Internal Audit Charter of the Group;
- reviewed the unaudited quarterly financial statements and the year end financial statements of the Company and the Group and recommending the same for approval by the Board, upon being satisfied that the financial reporting and disclosure requirements of the relevant authorities have been complied with. Any significant issues resulting from the audit of the financial statements by the external auditors were noted;
- reviewed and appraised the adequacy and effectiveness of management response in resolving the audit issues reported; and
- reviewed the related party transactions and the circular to shareholders in connection with the recurrent related party transactions.

SUMMARY OF ACTIVITIES OF THE INTERNAL AUDIT FUNCTION

The Company does not have its own in-house internal audit function. The internal audit function was outsourced to the internal auditors of its holding company, Berjaya Corporation Berhad, to assist the Audit Committee in discharging its duties and responsibilities. Their role is to provide the Committee with independent and objective reports on the state of internal controls of the operating units within the Group and the extent of compliance by such units with the Group's established policies and procedures.

During the financial period ended 30 April 2009, the Internal Audit Charter and Annual Audit Plan for Year 2009 were tabled at the Audit Committee Meeting for the Committee's review and adoption. The Internal Audit Division conducted two audit assignments on operating units of the Group involved in publication, printing and distribution of daily and weekly newspapers.

The estimated cost for the internal audit function in respect of the financial period ended 30 April 2009 is RM79,000.00.

On behalf of the Board of Directors, it is my pleasure to present the Annual Report and Financial Statements of Berjaya Media Berhad for the financial period ended 30 April 2009.

FINANCIAL PERFORMANCE

On 24 November 2008, the Company announced that the Board of Directors of the Company approved the change of financial year end from 31 December to 30 April in order to be coterminous with its holding company. Thus, the statutory financial statements are made up from 1 January 2008 to 30 April 2009, covering a period of 16 months.

For the 16 months' period ended 30 April 2009, the Group registered a consolidated revenue of RM82.81 million and pre-tax profit of RM36.42 million. The revenue was substantially contributed by its principal subsidiary, Sun Media Corporation Sdn Bhd ("SunMedia") for the period under review. The pre-tax profit achieved was mainly attributed to the operating profit contributed by Sun Media and also the recognition of exceptional gain arising from the disposal of investment in The Edge Communications Sdn Bhd ("The Edge").

DIVIDEND

During the 16 months' financial period ended 30 April 2009, the Company had on 16 January 2009, paid an interim dividend of 14 sen per share single-tier exempt dividend-in-specie on 252,262,822 ordinary shares of RM1.00 each amounting to RM52,530,795.

The Board of Directors does not recommend any final dividend payment in respect of the current financial period ended 30 April 2009.

CORPORATE DEVELOPMENTS

1. On 26 August 2008, Gemtech (M) Sdn Bhd, a wholly-owned subsidiary of the Company, completed the disposal of its entire 50% interest in The Edge comprising of 2.8 million ordinary shares of RM1.00 each for a total consideration of RM85 million to NetEdge Online Sdn Bhd. The said disposal resulted in an exceptional gain of RM46.5 million.

2. The Company announced that the following proposals have been duly approved by the shareholders at the Extraordinary General Meeting ("EGM") held on 3 December 2008.

(i) proposed distribution by way of dividend-in-specie of up to 145,330,713 units of 0% Irredeemable Convertible Unsecured Loan Stocks 2005/2015 of Berjaya Corporation Berhad of RM0.50 nominal value ("BCorp ICULS") to the ordinary shareholders of the Company on the basis of one (1) unit of BCorp ICULS for every two (2) Berjaya Media Berhad ("BMedia") shares held ("Proposed Distribution"); and

(ii) proposed reduction of the share capital of the Company by a minimum of RM46,470,655 and a maximum of RM58,152,286 (resulting in the reduction of the par value of the BMedia shares from RM1.00 to RM0.80) and reduction of the share premium reserve of the Company by a minimum of RM20,528,296 and a maximum of RM52,189,927 to set off the accumulated

losses of the Company as at 31 December 2007 amounting to RM78,660,582 ("Proposed Capital Reduction").

The Proposed Distribution was completed on 16 January 2009 where a total of 116,181,411 units of BCorp ICULS were credited into the Central Depository System ("CDS") accounts of the ordinary shareholders.

The Proposed Capital Reduction was completed on 7 May 2009.

3. Pursuant to Paragraph 3.4 of Practice Note 19/2006 of the Listing Requirements of Bursa Malaysia Securities Berhad ("Bursa Securities"), it was announced that based on our Record of Depositors as at 30 April 2009, the public shareholding spread of BMedia was 11.38% in the hands of 1,152 public shareholders holding not less than 100 shares each. Accordingly, BMedia has not complied with the shareholding spread requirement pursuant to Rule 8.15(1) of the Listing Requirement ("LR").

On 30 April 2009, Bursa Securities has granted a further extension of time of six months from 6 May 2009 to 5 November 2009 for BMedia to comply with the public shareholding spread requirement.

On 23 December 2008, Berjaya Corporation Berhad ("BCorporation"), the holding company of BMedia announced its proposal to distribute by way of dividend-in-specie of up to 119,084,708 ordinary shares of RM1 each of BMedia to the shareholders of BCorporation, on the basis of twenty five BMedia shares for every 1,000 ordinary shares of RM1 each held in BCorp ("Proposed Dividend-in-Specie"). The Proposed Dividend-in-Specie is subject to the approvals of the relevant authorities and shareholders of BCorporation and it is expected to be completed by the third quarter of 2009. The Proposed Dividend-in-Specie, will improve the public shareholding spread of BMedia. As the improved shareholding spread will only be known on the completion date of the said proposal, BMedia will decide on its next course of action to address its shareholding spread after the implementation of the said proposal.

REVIEW OF OPERATIONS

Sun Media Corporation Sdn Bhd

For the financial period under review, Sun Media registered a revenue of RM76.2 million despite a general slow down of advertising expenditure since the second half of 2008. Pre-tax profit improved to RM5.1 million from a pre-tax loss of RM3.5 million.

Advertisement revenue was driven by momentum due to the newspaper's strong market appeal built year-on-year by strong distribution reach and penetration, as well as, to an extent, the result of initiatives to improve advertisement yield.

The newspaper's proactive stance in promoting and facilitating exciting, innovative advertising communication styles has also entrenched theSun as marketers' and advertisers' preferred choice.

The newspaper's appeal to advertisers is further enhanced by its unique ability in facilitating a targeted and specialised distribution service, coupled with ground promotion capability to cater to advertisers' target marketing needs.

The period in review also saw theSun

strengthen its distribution to entrench its position as the No. 1 English language newspaper in the Klang Valley, home to Malaysia's richest economy. January 2009 saw theSun proclaiming its position as the nation's No. 1 urban newspaper with a distribution of 300,000 copies, reaching state capitals and other major urban centres in Peninsular Malaysia. Today, theSun is the highest distributed English language newspaper in the three richest market centres of Penang, Kuala Lumpur/Petaling Jaya and Johor Baru, surpassing the circulation of The Star and New Straits Times.

In addition to increasing theSun's circulation spread and penetration, Sun Media Corporation continues to improve its digital news distribution via its website www.sun2surf.com which carries an e-paper version to cater to readers who are not able to get a personal copy of theSun. Advertisement sales efforts have included sales pitches to attract advertisers to utilise this website to connect with theSun's online audience estimated to be in excess of 200,000 unique visitors currently.

By "Telling It As It Is", theSun continues to appeal to and meet the demands of Malaysia's discerning urban English newspaper readers. The newspaper provides a mix of the latest news and current affairs, both from home and abroad – representing a fine balance of politics and government, business and society, culture and lifestyle, entertainment and sports. These are presented in a concise manner, packaged in a compact, easy-to-read, engaging style, augmented by well-selected photos and relevant graphics.

The main attraction of theSun to its urban readers is its regular straight-talking, award-winning, special reporting team double act of R Nadeswaran and Terence Fernandez. They remain unflinched in their thrust to underscore the importance of good governance. They have, when necessary, exposed instances of corrupt practices by public officials – bureaucrats and politicians, and these stories and commentaries have strong resonance with the sophisticated and socially conscious urban readers. Their journalistic contributions have been lauded by both readers and advertisers. Recognition of their journalistic work has come from within and beyond our shores.

It is a third straight year that theSun's journalists received accolades at the Society of Publishers Asia's annual awards for their work in the areas of public service journalism, investigative reporting and opinion writing. This year-on-year recognition for theSun underscores the importance and effectiveness of this newspaper's role in reflecting opinions of a thinking readership and at the same time attempting to effect positive change for a better society.

In addition to these icons of theSun's brand, we also have a pool of influential thinker-writers whose unique insights and opinions are much sought-after. They bare their thoughts regularly – weekly, fortnightly or monthly. These thinker-writers, well known for thought-leadership, to name a few, are:

Zainon Ahmad
Goh Ban Lee
Tan Siok Choo
Himanshu Bhatt
Hishammudin Rais
Tengku Abidin Muhriz
Natalie Shobana Ambrose
KK Tan

What They Say
Local Counsel
Making Senses
Nutmeg Verses
Rais Whine
Abiding Times
On Pointe
Beyond Race
- A New Perspective

Besides our regular columnists, theSun has also

"IT IS A THIRD STRAIGHT YEAR THAT THESUN'S JOURNALISTS RECEIVED ACCOLADES AT THE SOCIETY OF PUBLISHERS ASIA'S ANNUAL AWARDS FOR THEIR WORK IN THE AREAS OF PUBLIC SERVICE JOURNALISM, INVESTIGATIVE REPORTING AND OPINION WRITING."

created a very unique feature called 'FreeSpace'. This feature facilitates young aspiring writers the space to articulate their views on issues that matter to their generation and it has proven to be a hit, having attracted a growing group of new younger readers, especially among working professionals.

Over and above these regular content offerings to readers, theSun also publishes special interest features to provide marketers focussed avenues to advertise their products and/or services. The subjects covered are education (Education), youth (U1), motoring (Wheels), beauty and health (Glow), shopping (Mega Sales) and special occasions (Wedding, Merdeka, etc).

The Malaysia Prime 2008* survey confirms theSun as a 'thought-leader' and shows that its editorial strengths, coupled with the determined growth of its distribution to cover the big urban markets have paid dividends. Today, theSun can boast a readership estimated at 2.9 readers per copy. This compares very favourably versus The Star's 3.1 readers per copy and NST's 3.0 readers per copy, making theSun a significant urban communication platform for advertisers.

*The Malaysia Prime 2008 survey by The Nielsen Company covered internet users, aged over 20 years, who are PMEBS (Professional, Managers, Executives and Businessmen/Other white collar) residing in the Klang Valley with a personal monthly income of over RM2,500.

FUTURE OUTLOOK AND PROSPECTS

The current environment represents a major challenge to theSun's advertisement business growth, as it is common practice that media companies are among the first to feel the negative impact of any economic slowdown. Cutbacks on advertising budgets are probably seen as the most

convenient approach to cost-cutting. We believe this to be misguided, as reducing advertising exposure may spell tougher times, increasing the possibility of future sales becoming depressed even when markets pick up.

Challenging market conditions also force advertisers to re-think their media buying as they seek out cheaper and more effective media options. This augurs well for new media, especially online publishers and mobile internet users thus providing an opportunity for us to drive our online business via www.sun2surf.com, as well as to pursue new possibilities with technology partners to increase our content delivery options to include email, online and internet mobile.

Editorially, theSun brand holds a strong position. The newspaper's popularity is founded on the strong market perception of its non-aligned independence. As a consequence, it is deemed to be the most credible newspaper, something all other newspapers yearn to attain. Still, it is necessary for theSun to continue to build on this reputation by further enhancing the quality of its news and features, as well as the layout design aesthetics, to remain relevant and attractive to urban readers and also our advertisers.

Sun Media Corporation has embarked on a major initiative to right-price theSun to reflect its market position vis-à-vis distribution spread and penetration, readership audience size, as well as its ability to deliver great value to advertisers. That is the challenge facing the newspaper now, and it is one the company will remain single-minded to achieve. The newspaper needs to move out of the low-price trap to be able to sustain the business on a longer term.

Armed with a weekday distribution of 500,000 copies nationwide, well-received editorial content, a unique distribution model and strong marketing strategies, theSun has gained substantial market share in both

"EDITORIALLY, THE SUN BRAND HOLDS A STRONG POSITION. THE NEWSPAPER'S POPULARITY IS FOUNDED ON THE STRONG MARKET PERCEPTION OF ITS NON-ALIGNED INDEPENDENCE. AS A CONSEQUENCE, IT IS DEEMED TO BE THE MOST CREDIBLE NEWSPAPER."

readership and advertising revenue. In the interest of ensuring long term sustainability, the company is actively connecting and building relationships with advertisers and to be able to design relevant and effective print and digital marketing solutions that support advertisers' urban advertising objectives.

The Board noted that with the prevailing economic conditions, the Group will face tremendous challenges in the forthcoming financial year. Against this backdrop, the Group will strive to increase its market share of advertisement revenue by aggressive marketing initiatives and widening its readership via better circulation channels/points.

ACKNOWLEDGEMENTS

Mr. Ng Seng Hin, Mr. Lim Hooi Kiang and Encik Shamsul-Bahrain have resigned as Executive Director and Non-Executive Directors of the Company respectively during the financial period ended 30 April 2009. On behalf of the Company, I would like to express our thanks and sincere appreciation to them for their past contributions and support.

I would like to welcome Datuk Seri Azman bin Ujang who joined the Board as Non-Executive Director on 21 July 2008.

I would also like to thank the relevant authorities, business associates, advertisers and advertising agencies for their continued support of our businesses, publications and projects.

To the management and staff, we appreciate them for their dedication, hardwork and commitment and to our shareholders, I thank you for your confidence and support and look forward to your continued support and cooperation in the future.

**TAN SRI DATO' SERI
VINCENT TAN CHEE YIUN**

Chairman
8 July 2009

CANNES LIONS

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Official Festival Representative

theSun
TELLING IT AS IT IS

“TELLING IT AS IT IS”

has won **theSun**

5 AWARDS in 3 YEARS FOR EDITORIAL EXCELLENCE



2009

Honourable Mention for Investigative Reporting



Honourable Mention for Public Service Journalism



Honourable Mention for Opinion Writing

2008



Excellence in Public Service Journalism



Excellence in Opinion Writing

2007



Neighbourhood fun with theSun at Sunway Pyramid, PJ.



Colouring 101... the children concentrating on the task at hand during the kids colouring contest in the Neighbourhood Fun With theSun event at Jusco Bukit Tinggi, Klang,



Teams of parents and children trying to complete their crafts before the time is up during the Family Craft Competition.



Winners of the Kids Colouring Contest Category A, from left: Stephanie Chia, third place, Loo Xue Xin, second place and Louis Fong Jin, first place.

Neighbourhood Fun with theSun: Building Bridges with Communities

THE Neighbourhood Fun with theSun ("NFWTS") has been a hallmark of theSun's corporate responsibility programme to reach out to diverse communities which form the base of our growing readership. Each event attracts a few hundred people, invariably including children for which the fun-events are geared and are held either in the housing estates or in shopping malls. Given the publicity that theSun provides for each event, both before and after, the NFWTS are eagerly awaited happenings during weekends.

Since its inception in December 2004, the NFWTS has held many community events throughout the Klang Valley, Penang and Johor Baru to enable better interaction with readers and simultaneously providing a vehicle for our advertisers to reach out to supporters of theSun. It is also a two-way traffic- readers get to see the people behind a newspaper that has grown in leaps and bounds over the years and is now a must-read.

In 2008, the NFWTS had as its main sponsor, CIMB Bank, a partnership that was fulfilling for both parties. The programme kicked off during Chinese New Year, the month known for Yee Sang tossing and red packets. The event was held at IOI Mall in Puchong, Selangor on 26 January. Coincidentally, IOI was the same venue chosen for NFWTS in 2007. This time, the activities lined up were focused mainly on the young ones. Among them were Kids Colouring Contest, Kids Craft Competition, Family Craft Competition, Kids Hula Hoop Contest and Kids Limbo Rock Contest. Some of the partners roped in for the event this time were LiteVo, MAMEE, IQ5, Mayfarben, Revive Isotonic and first time sponsor, Macy.

To celebrate the month of love, the next activity was held two days after Valentine's Day, on 16 February at Lower Ground floor, Highstreet in IUtama, a popular hangout for families on weekends. Among the activities held were "Know Your Loved 1" Contest, Kids Craft Competition where children were made to create a Valentine's gift and Family Craft Competition where participants had to create a flower box or bouquet. The other partners of the event such as Mayfarben, Revive Isotonic and Ribena played a key role in ensuring the success of the event.

The next event moved up north to Queensbay Mall in Penang where a mall hunt was held on 22 March. The event saw a total of 28 teams, each comprising three to four members, running around the mall frantically looking for clues. Apart from that, other activities held included the Colouring Contest, Kids Craft Contest and Family Craft Contest. Event partners this time were the regulars Mayfarben, Eveready, Revive Isotonic and Nesvita.

In April, the NFWTS took the show to Jaya Jusco in Bukit Tinggi, with the theme 'Craft Fun @ Jusco Bukit Tinggi'. Both children and



adults participated in the various activities held on 19 April. The event saw children eagerly joining in the Kids Colouring Contest and the Kids Craft Competition which were divided into Category A (five to eight years old) and Category B (nine to 12 years old). Other activities included the Family Craft Competition.

Some of the partners who made the event a success were Revive Isotonic, Mayfarben and Eveready.

Next, mothers were the guests-of-honour at the 'Mother's Day Out at Tropicana Golf and Country Resort' held on 10 May. The event saw many activities honouring the queen of our hearts such as 'Who Knows Mum Best' Contest, Locker Colouring Contest, Kids Craft Competition and Family Craft Competition.

The 'Who Knows Mum Best' contest saw 21 teams of mothers and children participating. The children were asked 15 questions about their mothers and they had to write the answers down. At the same time, the mothers also wrote down the answers to the questions. The winners were chosen from the most number of similar answers from both mother and child. Apart from that, one of the sponsors, Tefal, also had several activities such as the "Tefal Ironing Challenge", "Tefal Egg Frying Challenge" and a Cooking Demo by Tefal. Other sponsors included Revive Isotonic, Maggi, Eveready, Locker and Mayfarben.

A participant busy colouring her picture during the Kids Colouring Contest.



Sunway Pyramid was chosen as the venue partner on 7 June for Father's Day and this time, fathers were the centre of attention with various activities such as 'Who Knows Daddy Best' Contest, Colouring Contest and Kids Craft Competition. Families were also encouraged to join in the Family Craft Competition. Almost 20 families joined in the fun to create "living things in the garden" using hardened sand, otherwise known as i-rock. Returning sponsors Tefal also had their share of activities such as Tefal Ironing Challenge and Tefal Egg Frying Challenge, giving dads a chance to try their hands in some household chores.

Other sponsors were Nescafe enerGo, Revive Isotonic, Shick, Eveready and Mayfarben.



The Kids Hula Hoop Contest.



Concentrating on their crafts during the Kids Craft Competition.



Winners of the Family Craft Competition.

The month of July saw the NFWTS team heading down south to Johor Baru City Square on 12 July for a Mall Hunt activity where 14 teams scrambled around the shopping complex looking for answers. Apart from the mall hunt, the public also had the opportunity to participate in Kids Craft Contest, Family Craft Contest and Colouring Contest. The sponsors who ensured the success of the event were Revive Isotonic, Mayfarben, Eveready and SUPER.

To celebrate the month of Independence, Tesco Selayang became the next venue for NFWTS. On 16 Aug, the celebration kicked off with the Merdeka Quiz which saw 25 participants battling it out against each other as they answered an array of questions related to the country. The highlight of the day was the Family Craft Contest called "i-rock", where teams of three family members had to demonstrate their creativity skills in sand art using Merdeka related art designs. There were also Colouring Contest, Kids Craft Competition and the Family Craft Competition. Sponsors who made the event successful were Revive Isotonic, Eveready, Nescafe and May.

On 20 September, the NFWTS team headed to IUtama for a Walk Hunt where many activities were lined up for adults and children. There was a PowerKidz Idol Dancing Competition organised by one of the sponsors, PowerKidz. Apart from that, there were also a Kids Craft Competition, Family Craft Competition and Sushi Making Demonstration by SushiGroove, who is a co-sponsor of the event. Other sponsors included Revive Isotonic, Eveready, Nescafe Gold, Pensonic and Kidz Art N Fun Zone.

As a wrap-up to the many exciting NFWTS events held throughout the year, the last venue chosen for the activities was at the Subang Parade Shopping Centre.

The event themed Deeparaya, kicked off with what children do best - a Colouring Contest sponsored by PowerKidz, in which 20 children aged five to eight took part. The highlight of the event was the Family Craft which featured the kolam-making competition where people, regardless of race, took part in the Indian floor-art decoration. There was also an I-Clay Modelling Contest where teams of an adult and a child were given some coloured clay and asked to creatively mould a butterfly. Sponsors who ensured the success of the event included Revive Isotonic, PowerKidz and I-Clay Art Creation.



The 280 teams of enthusiastic hunters all geared up to grab the treasures at the fifth edition of theSun Motor Hunt, when they cheered and waved before the flag-off, at Sime Darby Convention Centre, Bukit Kiara, Kuala Lumpur.



The 1st prize winners of theSun Motor Hunt 2008 (Open category).



theSun Motor Hunt 2008 briefing session at Sime Darby Convention Centre.



Participants collecting their goodie bags at theSun Motor Hunt 2008.

Mother of All Hunts: theSun Motor Hunt

FOR all motor hunters, theSun Motor Hunt is high up on their calendar of "must take part" events. So popular is this event, that even without massive run-up publicity, the target number of participants would be reached. This year's entries were closed within 10 days!

So it was, that on 2 November 2008, theSun ensured that the roads in the Klang Valley were buzzing with activities and excitement as cars loaded with treasure hunters, went out searching for answers to clues for great prizes with that rush of adrenalin only enthusiasts will feel.

Dubbed as the 'Mother of All Hunts' by the hunting fraternity, the treasure hunt was flagged off at the Sime Darby Convention Centre in Bukit Kiara, Kuala Lumpur, the venue partner for the annual event. With clerk-of-course Time Out Solutions Sdn Bhd, theSun Motor Hunt was a resounding success with 280 teams and 1,120 participants driving all over Klang Valley seeking clues and unscrambling them to win attractive prizes worth RM200,000. It was a record in terms of entries.

The main sponsor of the hunt was Great Eastern Life Assurance and Petronas Primax 3 as the fuel sponsor. The winners received prizes from Philips, including home theatre systems, MP3 players, DVD players, 32in and 37in flatscreen



televisions. The other sponsors were McDonald's and HSBC and co-sponsors were Nesvita, Milo Fuze, Revive Isotonic drink, Tropicana Twister, Nescafe Energo, Yeo's, Elken, X-1R, Ginvera, Berjaya Air, Northport and mixFM as the media partner. The year 2008 marked the fifth year of the hunt with prizes offered up to 145th position!

The hunt was divided into three categories – Masters, Open and Closed. The Masters category comprised professional and seasoned treasure hunters. To qualify for the Masters category, each team with its fixed team members must win at least three other hunts in one season. The Closed category was for staff of theSun while the Open category was for the public. The Masters category saw 20 teams, followed by 10 teams in the Closed category. The remaining teams were in the Open category.

Prior to the hunt day, there was a briefing session where participants were given guidelines on how to hunt. The teams must also make sure their vehicle used is roadworthy and safe in all aspects with a valid road tax. On hunt day, some teams came as early as 5am to the Sime Darby Convention Centre car park to secure a good flag-off position. There was also a final briefing at the flag-off point about the guidelines. Each car was then flagged off with time recorded on their

answer sheet and were given a 'Tulip', which is the road guide to be followed with indication of question on selected sectors. This is the point where all participants would be cryptically challenged in getting the answers right while obeying traffic rules and being alert.

The hunt was given a different approach last year as media partner mixFM was roped in to provide one clue throughout the hunt. The clue was broadcasted at a specific time and team members had to tune in to listen to the clue. However, the clue was only part of the answer as the teams had to find other clues to solve it.

Clues in last year's hunt were also made more cryptic to live up to the hunt's reputation of being the 'Mother of All Hunts'.

Although the initial flag-off started with 280 teams, 15 teams dropped out at the end of the race, beaten by the clock. The prize-presentation dinner was held at the Convention Centre where winners were treated to a sumptuous dinner before getting the rewards for their hard work. In the Masters category, the first prize was won by Latent Talent with a score of 111. The team won the first prize in the second edition of the hunt in 2005 but slipped to 11th spot last year. Second place in the Masters category went to Cryptically Challenged, with a score of 108 while The Paradigm Runners, who scored 105 points, finished third.

CALENDAR OF EVENTS



Futsal winners receiving their prize.

2008 EVENTS

SCORE WITH THESUN - SPECIAL NOON EDITION & ROAD SHOW

Taking advantage of the Euro2008 fever sweeping across the world, theSun published a special noon edition on Euro2008 for its readers to get news updates of matches played in the early morning (Malaysian time) and keep up with the latest scores and statistics. In conjunction with this, the newspaper's marketing team embarked on a roadshow to showcase the newspaper's ability to drive the branding of our Euro2008 noon edition sponsors and advertisers. This activity spreads fun and cheer via games, quizzes and trivia questions (for prizes) to break the monotony of work for staff at offices of sponsors/advertisers and media agencies.



Euro Score with theSun Roadshow at Carlsberg's Office.



SCORE WITH THESUN - FUTSAL CARNIVAL 2008

In keeping with the spirit of the Euro2008 football season, theSun organised a futsal carnival for staff of media agencies. The main twist was the restricted number of male players in each team which levelled the playing field - and made for loads of fun for all.

NEIGHBOURHOOD FUN WITH THESUN

Maintaining the tradition of connecting with urban readers especially in the suburbs, theSun continued with the 'Neighbourhood Fun with theSun' in various neighbourhoods together with the sponsors. Each event had a turnout of 250-300 people with a good mix of children and parents.

MALAYSIA PRIME 2008 MARKET PRESENTATION

A market presentation of key findings on theSun's brand attributes from the Malaysia Prime 2008 study served to address information gaps among media practitioners. This presentation session also showcased theSun's innovative advertising delivery capabilities. Media buyers were shown how theSun represents the most cost-efficient media vehicle among English newspapers.

THESUN MOTORHUNT 2008

Once again, theSun successfully organised its annual Motor Hunt. A record number of 280 teams with 4 members each, participated, making it the biggest hunt event in Malaysia. Teams had to make their way around Klang Valley hunting for clues from one location to another and the hunt lasted the whole day with everyone returning home happy and loaded with great prizes and gifts from the event sponsors.



Participants in action for theSun Futsal Carnival 08.



Euro Score with theSun Roadshow at Carat's Office.



Euro Score with theSun Roadshow at OMD's office.



Euro Score with theSun Roadshow at MEC's office.



Andy Miller, Vizeum MD, with Charles Peters, theSun GM, posing for the Euro Score with theSun Roadshow.



Euro Score with theSun Roadshow at the Maxis office.



Cheng Hai, theSun's top editorial man, addressing the industry.



Media practitioners were mesmerized with Cheng Hai's insightful presentation on theSun.



Euro Score with theSun Roadshow at Vizeum's office.



Nick Drew, Vivaki MD receiving a memento from Fong Lai Kuan, theSun Senior Manager.

THESUN'S MANAGEMENT TEAM

Chan Kien Sing - Managing Director

EDITORIAL

- Chong Cheng Hai - Managing Editor
- Zainon Ahmad - Consultant Editor cum Political Editor
- Lee Boon Siew - Executive Editor, News
- Patrick Choo Voon Sin - Deputy Editor, Production
- Freddie Ng - News Editor
- Ng Kee Seng - Associate Editor, News
- R Nadeswaran - Editor, Special & Investigative Reporting
- Terence Fernandez - Deputy Editor, Special & Investigative Reporting
- Sebastian Lim - Editor, Entertainment & Lifestyle
- Peter Yap - Editor, Fashion & Beauty
- Navjeet Singh - Editor, Sports Desk

AD MARKETING DEPT

- Charles Peters - General Manager, Advertising & Marketing
- Callie Lim - Senior Manager
- Fong Lai Kuan - Senior Manager
- Lillie See - Senior Manager
- Patrick Chin - Senior Manager
- Rajan Gopal - Senior Manager
- Russell Teo - Projects & Product Development Manager
- Thomas Kang - Senior Manager, Production
- Joehari Abdul Jabbar - Senior Manager, Distribution Channels
- Ricky Ng Yooi Meng - Financial Controller
- Noor Azilah Sabar - Manager, Human Resources & Administration
- Saseetharan Gopal - Manager, IT