



**NEWS RELEASE
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**CATCH THE WACKIEST GAME SHOW EVER IN MALAYSIA
via www.celcomESCAPE.com**

THE NOISE MALAYSIA Debuts Free on ESCAPE by Celcom

KUALA LUMPUR, 5 FEBRUARY 2015 – Renowned silent movie comic actor and filmmaker Charlie Chaplin made his audience burst into laughter with his clowning around. He was of the belief that *a day without laughter is a day wasted*.

Utilising the same analogy, ESCAPE Axiata Sdn Bhd, a fully owned subsidiary of Celcom Axiata Berhad has recently produced a **wacky** game show themed - **The Noise Malaysia** – injecting huge doses of humour into it.

Can someone attempt to pick up coins from a glass bowl and put it into a container, without making a sound? Or slurp on hot soupy noodles, in all quietness? **The Noise Malaysia** showcases how contestants manage specific challenges on the show, which debuted last month.

With new and *free to view* episodes available every Monday and Thursday on its video on demand (VOD) online platform, the game show seeks to indulge viewers with amusing antics by its contestants.

As part of the contest, two teams are required to complete comical tasks and win prizes, inside a studio rigged with ultra-sensitive microphones and a noise meter that triggers off the slightest noise. Each challenge passed will move the contestants up to the next level. There are three stages for each episode and the tasks in each, have to

be accomplished as noiselessly as possible, in 15 minutes. Should they trigger the noise meter, the challenge is then stopped. The contestants' antics tickle the funny bone and create nerve-wrecking moments. Some eventually walk away with unusual prizes.

The prizes have included lingerie, back-to-school hampers, six-month supply of roti canai, a night-stay on a tree house, a mascot-sized monkey suit and private pole dancing lessons, among others.

The biggest prize has yet to be won - RM40, 000 in cash. The contest ends in March.

The Noise Malaysia is the newest addition to the diverse and unique entertaining content, alongside those that comprise movies and exclusively produced content by ESCAPE by Celcom. Engaging viewers in high-quality digital content, the hilarious game show is at its eighth episode.

ESCAPE by Celcom has grown into a revolutionary digital service on how one can enjoy seamless digital entertainment wherever they are, more so if they are Celcom customers and in Celcom's Fastest Territory. It aims to boost the growth of integrated and digital entertainment in the country, with unparalleled user experience and sets a new standard in mobile leisure space for anyone, from any location.

ESCAPE by Celcom's creative content has been particularly developed to include long and short-length formats, to meet the needs of the contemporary mobile consumer. A highlight of the creative content is the distinctive "pause and play" feature to complement high-powered digital mobile lifestyles. With this, users can download, pause and end their viewing at the ease of their convenience, with long intervals in between. Users can also view and purchase content via any device with internet connectivity including smartphones, tablets, laptops and PCs.

While retaining its core business of mobile telephony, Celcom has branched out with solutions for all three content consumption segments – nomadic, fixed and mobile. The three segments are settings subscribers may be accustomed to and simultaneously be in need of quality access to content.

ESCAPE by Celcom operates on Android and iOS devices, Mac and PC, and offers customers a unified experience combined with advanced features and unique benefits. Celcom's world class infrastructure provides one with an opportunity geared towards customer-centric content in high resolution, high quality and high impact, resulting in an unequalled mobile viewing experience.

Whether one is caught in heavy traffic, needing a good laugh or just fidgeting with one's device for fun, catch **The Noise Malaysia** at www.celcomESCAPE.com.

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