



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**Xpax ignites Sunburst KL International Music Festival 2009  
- International headliners and local acts set to rock six different stages -**

**Kuala Lumpur, 24 February 2009** – Xpax will be lighting up the Bukit Kiara Equestrian Club with the sights and sounds of some of the hottest international and local music acts by presenting the highly anticipated **Sunburst KL International Music Festival 2009** on 21 March 2009, for 12 hours straight beginning from 2 pm to 2 am.

Organised by Pineapple Concerts, Sunburst KL 2009 is an annual music festival that brings together internationally renowned headliners as well as regional and local acts – all of whom will perform on six different stages during the one-day event.

Today, Xpax and Pineapple Concerts also revealed the international acts that will be rocking the Sunburst KL 2009 stages. They include American rock band, **KORN**; R&B songstress **Erykah Badu**; soul and R&B group, **Naturally Seven** and British singer **Skye** (former lead singer of the band Morcheeba).

This international line-up will join the other previously announced performers such as **world renowned hip-hop group N.E.R.D**, and local acts such as **Butterfingers, Estranged, Meet Uncle Hussein, Hujan, Joe Flizzow, Bunkface, Estrella, Juwita Suwito**, and many more.

“Once again, Xpax is presenting yet another world-class music event that features a variety of music acts that cover a wide range of musical genres. The Xpax brand has always been associated with the best and most exciting musical events, and Sunburst

KL 2009 is no exception. It will undoubtedly be an unforgettable experience for all music fans who will be in attendance," said Dato' Sri Shazalli Ramly, Chief Executive Officer, Celcom (Malaysia) Berhad. "

"As a long-time supporter of the local music industry, we decided to get involved in Sunburst KL 2009 as it gives our homegrown talent a chance to perform alongside some of the biggest international acts in the world. We hope that their exposure during this festival will help propel them to bigger and better opportunities," Dato' Sri Shazalli added.

In anticipation of Sunburst KL 2009, Xpax will be offering its customers a special benefit in which they just need to **buy one ticket at full price and get the second ticket for free**. To enjoy this offer, all a customer needs to do is register by SMS by typing **REGSUNBURST to 28881**. Upon receiving a confirmation SMS, the customer needs to **reload a minimum RM50 to receive a mobile voucher**. They will then need to **redeem the voucher at any Access Tickets** outlet while tickets last (one redemption per mobile number). This promotion is only valid from 27 February until 20 March 2009.

As for U.O.X. and S.O.X. customers, they would need to send **REGFREETIX to 28881**. After receiving a confirmation SMS, the customer must **reload RM30 for a chance to win 2 FREE Sunburst tickets worth RM203 each**. This promotion is only valid from 25 February until 17 March 2009. Winners will be notified by a phone call.

In addition, Channel X will be offering exclusive Sunburst KL 2009 content downloads such as Video Downloads, Full Songs, True Tones, Wallpapers, and Call Me Tones. All these contents are available at [www.channelx.com.my](http://www.channelx.com.my). Alternately, customers can dial \*118# from their mobile phone.

Channel X will also launch two new MeTV campaigns in conjunction with Sunburst. MeTV is a video sharing service on mobile phones that enables customers to upload their own video clip via multimedia messaging service (MMS). Not only do they get to share their clips with other users, the owners of the clips will also get rewarded whenever another user downloads their clips.

For the MeTV Sunburst campaign, customers who send in an MMS of their most creative 'I am going to Sunburst KL 2009' video or photo will win exclusive meet and greet passes and Sunburst tickets. Subsequently, Channel X will also hold another MeTV contest after the festival, in which customers need to send in an MMS of their best 'I was at Sunburst KL 2009' video or photo for a chance to win attractive prizes.

Leading up to the main event on 21 March 2009, Pineapple Concerts will also be organising **Sunburst-On-The-Move (SOTM)** roadshows in collaboration with Sepang International Circuit promotions of the 2009 Formula One Petronas Malaysian Grand Prix.

The roadshows will be making its way all over the country and even to Jakarta and Singapore, and will feature performances by local bands that will be appearing during Sunburst KL 2009 such as Bunkface, The Otherside Orchestra, Estrella, Joe Flizzow and many more.

This weekend, **Sunburst-On-The-Move** will make its way to the **City Square, Johor Bahru, from 27 February – 1 March**. There will be lots of great prizes to be won at the roadshow, such as **Backstage Passes** to meet your favourite artist of your choice at **Sunburst KL 2009, Grand Stand tickets to Petronas Malaysian Grand Prix 2009, holiday packages to Desa Resort, Sukabumi, Indonesia**, and exclusive merchandise. Fans will also get the chance to catch 'live' performance by **Estranged on 28 February (3pm)**.

Date	Time	Event Description
6 – 8 March	10.00 am – 10.00 pm	SOTM @ Plaza Gurney, Penang
13 – 15 March	10.00 am – 10.00 pm	SOTM @ Takashimaya, Singapore
14 March	3.30 pm	- Performances by <b>Estranged &amp; Sixx</b>

For the complete Sunburst-On-The-Move schedule and for more information on Sunburst KL 2009, please log on to [www.sunburstkl.com](http://www.sunburstkl.com).

Tickets for Sunburst KL 2009 are priced at RM203 (for pre-sale tickets) or RM253 (for door sale on the show-day). For additional ticket info, please call the Axxcess Tickets Hotline at +603-7711 5000 or visit [www.axcess.com.my](http://www.axcess.com.my)

- end -

---

**For further enquiries, please contact:**

**Celcom (Malaysia) Berhad**

Media Relations

Corporate Communications

Rohizan Ismail & Afni Baizura Mohd Adnan

Tel : 03 2688 3808 / 03 2688 3804