



**TO ENTERTAINMENT EDITOR
FOR IMMEDIATE RELEASE**

26 March 2009

PRELUDE AIM16: Behind the Glitz and Glamour of AIM

..A remarkable program that celebrates the journey of the nation's prestigious awards show...

The heat is on for the nominees of AIM16 – the one and only local awards show on national TV that gives recognition to Malaysia's best artistes and musicians regardless of race! This year ntv7 is immensely proud to announce **Prelude AIM16**, a four-episode documentary, which provides viewers an intimate look behind the glitz and glamour of AIM since its inception in 1994. The infotainment show will commence on **9th April 2009, every Thursday, 9.00 pm – 9.30 pm, only on your Home of Feel Good.**

Take a stroll down memory lane with previous best AIM performances from 1994-2007 which remain unforgettable to all. The four-episode programme kicks off with interviews and visuals on the organization's objective, vision and mission as well as the gallant journey of AIM since 1994. Also, Prelude AIM16 will unveil historical facts about AIM – the chronicle of AIM, founder's background, contested categories, judicial system and many more.

Next, the second episode will showcase the past winners of the main categories such as Best Vocal Performance in an Album and Best Album. It will also touch on the remarkable and notable efforts by *Persatuan Akademi Industri Muzik Malaysia* (PAIMM) in pushing the local music industry to greater heights. Several eminent figures such as composers, lyricists, and album producers will also be in the spotlight when they share their sentiments on AIM which is widely acknowledged as a show that favours the quality of the music rather than the popularity of the artistes.

The awards show which is a favourite with many fans in the country features a plethora of genres like pop, rock, pop ethnic and *nasyid*. A unique show with its numerous unexpected results making for a suspenseful and dramatic event much awaited by audiences every year, AIM has always introduced newbies alongside established veterans through its nominations. Witness again the suspenseful and thrilling moments for the nominees of Best Vocal Category, Best Song and Best Album on previous AIM in the second episode of Prelude AIM16.



For flashbacks on fashionable sensations and a peep into the upcoming glam looks on AIM, the third episode of Prelude AIM16 is not to be missed. Watch out for the line up of stunningly dressed artistes who will leave viewers starstruck. Get the hottest and most exclusive tips on make-up and accessories from Faiq and Loreal, the partners of AIM 2009. The episode also highlights all previous and current sponsors who have given their tremendous and solid support towards making the glitzy event a success throughout its sixteen years, especially CELCOM who is the main sponsor of AIM for four consecutive years.

Episode four will feature the latest updates on the highly-anticipated AIM16, unveiling the theme of the live show, its hosts and complete list of nominees of each category. Viewers will also be given clues on the much-awaited opening and closing acts. The star-studded line-up of presenters and performers of the night will also be revealed in this final episode of Prelude AIM16.

Produced by Bairulnizam Bahrom, this infotainment documentary also includes never-been-told testimonials from President of the Association of the Malaysian Music Industry Academy (PAIMM), – Dato' Aziz Abu Bakar, Chairman of the Association of the Malaysian Recording Industry Sandy Monteiro, Entertainment Editor of Utusan Malaysia Saharudin Musthafa, Entertainment Editor of Berita Harian Hanizam Abdullah, notable musicians Ajai, Roslan Aziz and Habsah Hassan, and singers Dato' Sheila Majid, Anuar Zain just to name a few.

ntv7's General Manager, Airin Zainul says, "This prestigious annual awards show has grown from strength to strength with each passing year and AIM16 promises to be the entertainment awards show of the year. Home of Feel Good is once again extremely honored to be jointly collaborating with PAIMM for the 10th consecutive year."

"**Prelude AIM16** is a unique show highlighting individuals and organizations that were part of AIM since 1994. Besides giving viewers an in-depth look into what goes on behind AIM as a whole, the Prelude series provides tantalizing teasers on AIM16 that will get viewers excited to watch the live show on May 2."

Adds Airin "ntv7 will bring AIM16 to greater heights with its fantastic line-up of talents, both new and old. With Prelude AIM16 on ntv7, viewers will have a deeper



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understanding and appreciation of what goes behind the making of the first-rate awards show and the bitter sweet journey of those involved in the local music industry.”

“Celcom is once again proud and excited to extend our ongoing partnership with AIM and ntv7 for the fourth consecutive year. Our involvement in AIM16 is reflective of our commitment in cultivating the local music industry and giving recognition to our home grown artistes,” says Zalman Aefendy Zainal Abidin, Senior Vice President of Marketing, Celcom (Malaysia) Berhad.

Zalman also says, “As in previous years, Celcom will be offering customers exclusive AIM16-related content downloads such as True Tones, Full Songs, music videos and wallpapers. All these contents can be accessed via Channel C, Celcom’s malaysiana content channel that offers the most rewarding downloads. All a customer needs to do is type *119# from their mobile phones to enjoy all these downloads.”

For an exciting sneak peek into the glamorous event that is AIM, keep your evenings free for Prelude AIM16 **every Thursday, 9.00 p.m. to 9.30 p.m. starting this 9 th April, only on ntv7.**