



Presents



**FOR IMMEDIATE RELEASE**

**Adidas Action 3 Presents Project Alpha Season Two**

*Malaysia's First Online Show Makes a Comeback to Unravel More Real Life Excitements about Top Bloggers in Malaysia*

Petaling Jaya, Wednesday, April 07, 2010

**Project Alpha Season Two presented by Adidas Action 3** kicked off proceedings today with an official launch by representatives from Kyanite.Tv, StarAsia (Malaysia) Sdn. Bhd, P1 W1MAX, Malaysia Airlines, and Nuffnang, in the presence of corporate sponsors, members of the media, and a panel of active social media advocates and bloggers.

Speaking at the official launch was Business Development Manager of StarAsia (Malaysia) Sdn. Bhd, Mr. Sam Wong, who shared his excitement about the participation of Adidas Action 3 in Project Alpha Season Two. "Adidas Action 3 is very proud to return as the presenter of Project Alpha Season Two, which is regarded as one of the most anticipated online social media activities of the year.

The blog-sphere, as we all know, is a favourite platform for many Malaysians today to showcase their vibrant and fun lifestyle, and many online readers also enjoy reading about the lives of prominent bloggers in Malaysia. Project Alpha took a step further to bring readers closer to the bloggers by unveiling their lives in detail. Therefore, we believe that Adidas Action 3 is a fitting brand to work with Project Alpha, as it is a brand that seeks to complement the discerning lifestyle of any individual who thrives on action and excitement."

Also present at the launch was the Chief Operations Officer of P1 W1MAX, Mr. Mohamad Idham bin Nawawi, who echoed the excitement in his speech about P1 W1MAX's participation. "At P1, we are all advocates of social media. We understand that as a business, we must embrace it to communicate effectively with our customers. Opinions on social networks are also major influences in customers purchasing decision. There is enough momentum now in social media to create an instant, honest and viral impact in our daily lives and this is something we are very comfortable with.

"Project Alpha gives us the platform to bridge P1 with the active social media communities in Malaysia. We are proud to be associated with these trailblazers and to engage and be a part of the vibrant lives of Malaysia's most read bloggers and their millions of readers. With P1 looking to have over 45% of Malaysia covered by our 4G WiMAX network, we are looking forward to keep many in the social media community always connected to the things that matter to them most," Mr. Mohamad Idham added.

Co founder of Kyanite.Tv, and Director of Project Alpha Season Two, Mr. Michael Lim added that the second season of Project Alpha promises to be bigger with enhanced content. "Our production crew travelled as far as London to film in various famed landmarks, including Mayfair, Trafalgar Square, Big Ben, and the Eye on London. One of the episodes also saw Jojo Struys, host of Project Alpha Season Two, interview one of Asia's most influential bloggers, Xixue alongside Malaysian journalist, actor and social media advocate, Niki Cheong.

Official Broadband Provider:



Official Airline:



“Season Two, filmed completely in HD, is faster paced and has more interaction and movement, because the bloggers are filmed in real time action such as traveling on foot, trains and on plane, hence there were always something happening. Viewers will appreciate the authenticity of the show, where they will see bloggers being themselves on camera, and leading very diverse, interesting lives covering events, becoming new digital journalists and rubbing shoulders with celebrities.

“I feel that blogging and social media microsities are slowly becoming a natural and powerful medium that reaches out to different groups and demographics across the world every day. There are blogs dedicated to travel, fashion, IT, and more, so we tried to cover a cross section of bloggers on Project Alpha. Having a TV show about bloggers raises the profile of bloggers in Malaysia, and also opens up a natural curiosity amongst non-bloggers,” Mr. Lim added.

At the cosy setting of Cathay Cineplex, e@Curve, formerly known as Cineleisure Damansara, invited guests and media were amongst the privileged few to preview the opening episode of Project Alpha Season Two, and to get up-close and personal with the seven featured bloggers, namely Adidas brand ambassador, Ninie Ahmad, local celebrity Azwan Ali, journalist, actor and social media advocate Niki Cheong, food-blogger KY Teoh, British-born but localised Gareth Davies aka Shaolin Tiger, the fashionable Ringo Tan aka Cheesie, and multi-talented journalist Joe Lee aka Klubbkidd. Singaporean blogger Xiaxue also made a guest appearance at the launch to share with the media her guest-starring experience in Project Alpha Season Two.

The eight bloggers later made a special appearance to meet and greet their fans and fellow bloggers, where exciting games, attractive prizes, delicious food and drinks were in place to celebrate the launch of Project Alpha Season Two presented by Adidas Action 3.

**Going LIVE on 19 April 2010, Project Alpha Season Two presented by Adidas Action 3 will first be broadcasted on-line in a four-minute webisode daily on [www.projectalpha.com.my](http://www.projectalpha.com.my), [www.nuffnang.com.my](http://www.nuffnang.com.my), [projectalpha.ruumz.com](http://projectalpha.ruumz.com), [www.dailychilli.com](http://www.dailychilli.com), [www.hitz.fm](http://www.hitz.fm), [www.youtube.com/projectalphashow](http://www.youtube.com/projectalphashow), [www.era.fm](http://www.era.fm), and [www.facebook.com/projectalpha](http://www.facebook.com/projectalpha).**

**It will be aired in 30-minutes segments on Astro Hitz.tv weekly.**

**Project Alpha Season Two presented by Adidas Action 3** is supported by official broadband provider P1 W1MAX; official airline Malaysia Airlines; official social microsite Ruumz.com; official online news portal thedailychilli.com; official hair and make-up A Cut Above; official cosmetics Rimmel London; official hotel 360 Hotel, Kuching; with special thanks to the Millennium Hotel at Mayfair, London, UK.

### **About Adidas Action 3**

Adidas Action 3 Dry Max System is the ultimate anti-per spirant technology by Adidas, for the best defense against sweat.

Adidas Action 3 Dry Max System For Men and For Women is the best defense against white marks that offers ultra protection which is great for professional athletes use. It has a perfect balance between sweat protection and care, and provides extra care for sensitive skins. It is lightly scented and has a cooling effect that keeps your body feeling fresh all day.

Adidas Action 3 Dry Max System comes in 150ml sprays priced at RM 16.90, and 50ml roll-ons priced at RM 9.90 which are available in Adidas Apparel Stores, Guardian Pharmacies, Watson's Personal Care Stores, Aeon Wellness, Parkson Departmental Stores, Carrefour Hypermarket, Tesco Hypermarket, and Giant Hypermarket & Supermarket.

### **About Packet One Networks (Malaysia) Sdn. Bhd. [P1]**

P1 is Malaysia's first and leading WiMAX telecommunications company with the country's widest WiMAX network (second largest 2.3GHz WiMAX in the world). P1 offers fixed wireless service via CPE (customer premise equipment), portable USB dongle and, in the not too distant future; through compatibility with WiMAX-enabled laptops as well as consumer devices.

P1 is the 2008 winner of the Red Herring Asia Most Innovative Private Technology Company and is listed in the Malaysia Book of Records as Malaysia's first WiMAX telco (August 2008). In 2009, P1 bagged the MSC Malaysia APICTA Best of Start-Up Companies award, as well as earning the noteworthy honour of being the first Malaysian and Southeast Asian WiMAX operator to be appointed a WiMAX Forum board member.

P1 believes that broadband should not be a privilege; but a right for all Malaysians; and the dream of connecting all Malaysians to the Internet is alive as P1 WiMAX is not just about access. More so, it is about touching hearts, enriching lives and connecting humanity. Visit [www.p1.com.my](http://www.p1.com.my) for more info.

### **About Malaysia Airlines**

Malaysia Airlines ([www.malaysiaairlines.com](http://www.malaysiaairlines.com)), the national carrier of Malaysia connects some 40,000 passengers daily to some 80 destinations worldwide across 6 continents.

The distinctive Malaysia Airlines brand is an extension of the special culture of warmth and friendliness unique to Malaysians. This inimitable Malaysian sense of graciousness is branded as "Malaysian Hospitality" and symbolized by the acronym MH which is also the airline's flight code.

Malaysia Airlines holds a lengthy record of service and best practices excellence and is also one of only 6 airlines worldwide to be accredited a "5-Star Airline" by Skytrax, an accomplishment it has achieved for 5 consecutive years, 2005-2009. It also recently won the "World's Best Cabin Staff" accolade by Skytrax for the sixth time since 2001.

### **About Kyanite.Tv**

Kyanite.tv is a cutting edge production house aimed at providing quality TV content offering advertisers an integrated marketing platform which utilizes the most effective above the line and online platforms to connect with the target audiences.

Our vision is to turn Kyanite.tv into an online network that offers creative and entertaining programming that goes further in delivering to our audiences. We also aim to create a hub to enable our local talents to pitch ideas that we can turn into reality for some would-be scriptwriters, directors, talents or somebody that just likes TV Programmes!

### **About Nuffnang**

Nuffnang.com is Asia-Pacific's first and leading blog advertising community. Its online platform allows advertisers to serve graphic or video based advertisements onto more than 100,000 blogs hosted through various platforms.

Nuffnang.com currently has offices in four countries; Singapore, Malaysia, Philippines and Australia. It is from these offices that our teams actively seek out brands to match with our bloggers interests. Beyond blog advertising, we also pride ourselves in being a community for bloggers by bloggers, organising and supporting a wide range of blogger-attended events such as movie screenings, seminars/workshops, parties, and much more. Nuffnang has been widely featured in mainstream newspapers like The Star (Malaysia) and The Sunday Times (Singapore), amongst others.

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