

FOR IMMEDIATE RELEASE

GLOBAL CHANGE ICONS BAND TOGETHER FOR SOUTHEAST ASIA'S YOUTH

Global Change Icons
inspiring millions of
youth across Asia!

~ First Youth Engagement Summit (Yes 2009) Launched
to Inspire SEA's New Leaders ~

Sir Bob Geldof
Founder of Live Aid

Biz Stone
Co-Founder of Twitter

Garry Kasparov
World Chess Champion

Nando Parrado
Andes air crash survivor

Randi Zuckerberg
Director of Marketing, Facebook

Dr. Mamphela Ramphele
*Former MD of the World
Bank and Vice Chancellor,
University of Cape Town*

Amitabh Bachchan
Bollywood Icon

Tony Fernandes
Group CEO, AirAsia

Lorraine Hahn
Moderator

Kuala Lumpur, Malaysia, 10 September 2009 – Malaysia will host the inaugural Youth Engagement Summit (YES 2009) on the 16th & 17th of November 2009 at the world-class Putrajaya International Convention Centre (PICC), Kuala Lumpur. Themed “South East Asia Youth for CHANGE”, YES 2009 will be the first Summit of its kind in Asia, uniting an anticipated 6,000 youth representatives from Malaysia, Singapore, Indonesia, Thailand, Philippines, Vietnam, Laos and Brunei. The event will bring together some of the most motivational global change icons from around the world, who have generously pledged their commitment to help this new generation of young leaders to cope with, overcome, and rise above the many challenges of the 21st century.

A press conference was held at the Sime Darby Convention Centre today, to launch YES 2009, set to galvanize Southeast Asia's young men and women by empowering them with an enhanced potential to responsibly steer the Region further along the fundamental paths of Peace, Progress, and Productivity. Members of the local, regional and international media gathered for this exciting preview of the upcoming event, which was moderated by former CNN news presenter and respected TV personality Lorraine Hahn.

It was announced that the landmark two-day event, expected to kick off with an Opening Address by the Prime Minister of Malaysia, features a superb line-up of speakers from various fields. These include Sir Bob Geldof, the Founder of Live Aid; world chess legend Garry Kasparov; Biz Stone, co-founder of real-time, one-to-many online network Twitter; Nando Parrado, whose survival of a tragic plane crash in the Andes became the basis for the critically acclaimed movie Alive; and Malaysia's own Dato' Tony Fernandez, who pioneered the domestic and international low-cost carrier phenomenon in Asia by spearheading Air Asia and Air Asia X.

YES CORE TEAM
JJ@YES2009.asia
Chief Executive Advisor
Ham@YES2009.asia
Director of Strategy

Harrie@YES2009.asia
Director of Content
Gary@YES2009.asia
Director of Digital Development

Khailee@YES2009.asia
Director of Youth Communities
Naresh@YES2009.asia
Director of Ground Events & Logistics

YES MEDIA RELATIONS
Michael@YES2009.asia
Global Media Relations Advisor
Peter@YES2009.asia
Director of Media Relations

In order to further encourage and sustain the instilment of strategic creativity, critical thinking and other vital skills amongst the Region's best and brightest. Additionally, ten of America's most promising youth leaders have been invited to attend the event to gain new insights and take their impressions back to America.

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According to organizing Chairman Harmandar Singh, advertising veteran and CEO of Regional publishing house Sledgehammer Communications (M) Sdn Bhd., it was President Obama's inspirational "Yes, We Can" outlook which sparked the inception of YES 2009. "Everybody needs a hero, and President Obama's charismatic approach has undeniably influenced a dynamic shift in long-held perceptions, particularly where Southeast Asia's multi-ethnic youths are concerned," commented Mr. Singh. "We must give our youth—bonded through their idealism and increasingly dedicated to sharing and eliciting opinions amongst their peers regardless of appearance, location or vocation—the right tools to define a direction for Change only fresh eyes can instigate," he continued.

As part of the YES 2009 initiative, the organizer is attempting to rally the involvement of over 1,000,000 youths between the ages of 15 – 35 years, to share their thoughts by taking part in an online Youth Survey to produce the Sea For Change Youth Report. Participants can now take a proactive role in sharing their needs, motivations, expectations and ideas to the world at large, while guiding political and thought leaders in policy-making decisions plus inspire businesses to engage more effectively with the youth market. It is also an opportunity for participants to win over 500 trips to the Youth Engagement Summit 2009 in Kuala Lumpur, inclusive of return air flights, accommodation and delegate passes worth in excess of USD \$2,500 each.

For more information, kindly log on to www.yes2009.asia

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For media information, kindly contact:

Michelle, or Elya

Tel: 03-7710 3288; Fax: 03-7710 3289

Email: michelle@gocomm.com.my /

elya@gocomm.com.my

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