

# The Star goes to Sarawak

Paper to expand operations soon

**KUCHING:** *The Star*, Malaysia's leading English daily, is set to expand its operations with a Sarawak edition soon.

Star Publications (M) Bhd executive deputy chairman Datuk Clement Hii said this was a significant move as it not only meant the growth of the paper but also celebrated the spirit of 1Malaysia by bringing the news and Malaysians closer together.

"As we expand our operations in Sarawak, readers will have greater access to wider news coverage across Sabah and Sarawak.

"A dedicated Sarawak edition will

carry more local stories and events. It will be a truly Sarawak paper," he said at the signing of a contract for the printing of the Sarawak edition between *The Star* and UBPP Printing Sdn Bhd (UBPP) yesterday.

The contract was signed by Hii for the Star Publications and UBPP executive chairman Datuk Ling Chiong Ho for the printing company witnessed by Kuching City South mayor James Chan.

Also present were senior management from *The Star* and UBPP as well as guests from the government and corporate sectors.

Hii said the collaboration with



**Signed and sealed:** Hii (second from left) and Ling exchanging the signed documents, witnessed by Chan (centre). Looking on are Star Publications (M) Bhd executive director Ng Beng Lye (left) and Sim.

UBPP would enable readers in Sarawak to get their newspapers by 6am and at a lower price than previously.

He added that the local edition would be presented in a fresh and exciting manner in line with the paper's ability to deliver fast and comprehensive reporting.

"It is these values that have

assured us of our current circulation of 300,000 daily copies and daily readership of over a million," he said.

Hii also said the Star Publications was working towards a Sabah edition which it hoped to launch after Sarawak.

"The presence of *The Star* in Sabah and Sarawak will complete

our goal of serving the whole of Malaysia," he said.

United Borneo Press Group managing director Sim Yong Liang said *The Star's* local edition would help make Sarawak better known to readers throughout Malaysia.

"It will have a role to play to bring peninsular Malaysia and Sarawak closer," he said.

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