



**Time for laughs:** Sultan Sharafuddin (third from left) and (from left) Wong, Hii, Ngiam and mStar associate editor Rozaid A. Rahman can't help but to burst out in laughter at Harith's (above) antics on stage. Behind Rozaid is Star Publications' executive director Ng Beng Lye.

# Royal nod for new Malay weekly

Celebrities, corporate figures join in for a great time at launch



**Familiar face:** Dee of Jangan Ketawa fame striking a pose during the launch.

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IT WAS a star-studded affair as a host of VIPs, celebrities and corporate figures converged for the launch of *Mingguan mStar*, a new Bahasa Malaysia weekly pullout by *The Star*.

The event was graced by the Sultan of Selangor, Sultan Sharafuddin Idris Shah.

Also present were Star Publications (M) Bhd executive deputy chairman Datuk Clement Hii, group managing director/CEO Datin Linda Ngiam, group chief editor Datuk Seri Wong Chun Wai and the company's management team.

Guests were treated to performances by Adibah Noor and Noryn Aziz, while Harith Iskandar entertained them with his hilarious comedy routine.

Actress Kavita Sidhu and director Shuhaimi Baba both expressed hope that *Mingguan mStar* would feature stories that would inspire readers.

"The readers should know more about the people behind the scenes, for without them, there wouldn't be any films," Shuhaimi said.

"We're always on the lookout for new talent, so we hope there will be more people who are inspired to get into an industry that is in the art of making impossible things possible."

Kavita added that it would be nice to read in-depth and inspiring stories about the people who made things happen.

Speaking as one from the PR industry, RAPR Mileage Communications chief executive officer Datuk Nancy Yeoh said: "It would be interesting to see how *Mingguan mStar* takes off."



**Show of support:** (From left) Bernama editorial adviser Datuk Seri Azman Ujang, Malaysian Press Institute chief executive officer Datuk Chamil Wariya and Sinar Harian group editor-in-chief Abd Jalil Ali were among the guests present.



**Good job:** Kavita (left) and Shuhaimi showing their support for the new pullout.

"There is a huge market potential with *Mingguan mStar* being able to reach out to those who are not covered by *The Star*," she said.

"*Mingguan mStar* definitely offers a great avenue for everybody, and covers a greater scope of readers and advertisers," Malaysian Advertisers Association president Peter Anthony Das said.

Das, who is also Proton Holdings Bhd Group Marketing and Branding

general manager, believes that the pullout will be a hit.

*Mingguan mStar* is a pullout which comes with *Sunday Star*, and will hit the newsstands tomorrow in Kuala Lumpur, Shah Alam, Petaling Jaya and Putrajaya.

It is an extension of *mStar Online*, *The Star's* Bahasa Malaysia online publication which offers coverage of news, entertainment and politics.



**Thorn among the roses:** (From left) Ifa Raziah, Betty Banafe, Zed Zaidi, Rozita Che Wan, Wangi and Zizi at the launch.