

## Press Releases

### MediaCorp TV

For Immediate Release

#### NKF 10th Anniversary Charity Show

Singapore, 27 March 2003 – The NKF Charity Show is back this year with a star-studded cast as they perform for a good cause at the MediaCorp TV Theatre on 13 and 20 April.

As in past years, expect lots of heart-stopping acts and awe-inspiring moments from the hottest and most anticipated charity campaign in Singapore. The shows, which will be in celebration of NKF's 10th anniversary, will be aired "live" over MediaCorp TV Channel 8 at 7.30pm on both Sundays.

Mdm Chua Foo Yong, Chief Executive Officer of MediaCorp TV, says, "The charity shows have not just raised record-breaking amounts of money for the NKF patients, they have also smashed TV viewership records year after year. The NKF-MediaCorp collaboration is a superb win-win partnership. Not only do we provide quality entertainment to our viewers, we also encourage them to contribute towards a worthy cause."

She adds, "Other than this annual staple on Channel 8, MediaCorp has also worked with NKF to promote awareness of kidney disease and to raise funds for the kidney patients through efforts like our the heart-wrenching docu-drama, Health Matters. Channel 8 has also adopted the NKF Prevention Campaign for two years, from January 2002 to December 2003."

Viewers will also be treated to three episodes of charity specials for the new gameshow, "Everyone Wins", on 5, 12 and 19 April on Channel 8 from 8pm to 9pm.

"Everyone Wins" is the hit gameshow by television veteran Robert Chua, and is making waves in China. The 3 episodes are specially produced in support of the NKF's charity donation drive. It will be recorded in Shanghai with MediaCorp artistes specially flown there to play the game. All winnings will be donated to the NKF.

So watch out for the NKF Charity Shows and the charity specials of "Everyone Wins" for a good cause!

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#### About MediaCorp TV Channel 8

MediaCorp TV Channel 8 is the most-watched TV channel in Singapore. The 24-hour channel is also a market leader in Chinese entertainment and information in the region. Channel 8 captures the pulse of city living and caters to both the viewing needs of families as well as the sophisticated and discerning urban market. Popular shows like the National Kidney Foundation Charity Show, Star Search and Star Awards are annual highlights on the channel.

Local productions have propelled homegrown artistes like Zoe Tay, Fann Wong and Christopher Lee to great fame, as well as garnered numerous awards for MediaCorp TV. Current affairs programmes like Frontline, Focus, News 8 At 10 and Singapore Today keep viewers up-to-date with the latest news and information. Variety shows like Who Wants To Be A Millionaire? and Celebrity Squares are a regular staple and are enhanced with Internet presence to increase interactivity with viewers. The channel is also a forerunner in bringing to Singapore audiences Japanese and Korean dramas which have since won a strong following with local viewers.

MediaCorp TV is a Strategic Business Unit of MediaCorp (Media Corporation of Singapore). Besides MediaCorp TV, the Group's television arm comprises MediaCorp TV12, which runs the Suria and Central channels, as well as MediaCorp News, which runs Channel NewsAsia. MediaCorp is the largest and most established broadcaster in Singapore with a complete range of media businesses spanning TV, Radio, Entertainment Productions, Press, Publications, Electronic Media and other broadcasting services.

