

# CATCHA

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## PRESS RELEASE FOR IMMEDIATE RELEASE

### EXCITING CHANGES ON KEY MANAGEMENT IN CATCHA PUBLISHING

20 July 2010, *Kuala Lumpur* – Catcha Publishing, Malaysia’s largest English publisher is proud to announce with immediate effect the official appointment of Voon Tze Khay as General Manager of Catcha Publishing and joining him is Muna Noor as Editorial Director.

A Catcha veteran for 10 years, Tze Khay has been involved in almost all Catcha divisions over the years. He now steps up from his joint role as Head of Sales at Catcha Digital and General Manager of Catcha Lifestyle Publications to overseeing the overall operations at Catcha Publishing.

With close to 15 years of experience in the publication industry under her belt, Muna is no stranger to the Catcha family. Muna now oversees the editorial direction and strategy for all 15 titles of publications under the Catcha Publishing tree. This includes JUICE, Hanger, Stuff, Fairways, Clive, EVO, Supercars, Mint, K-Zone, Prestige, Prestige Lifestyle, HomePride, EVO Performance Heroes, and The Complete Kitchen + Bathroom Magazine.

“I have had the privilege to work with Tze Khay and Muna over the last 10 years and I have no doubt in their leadership qualities. We have a wonderful young and dynamic team. With these two now firmly leading the entire publishing team, it further proves our commitment to maintaining our position as Malaysia’s largest magazine publisher,” said Patrick Grove, Group CEO, Catcha Media Group.

Grove added “Their recent experience at Catcha Digital, our collaboration with Microsoft, provides them both with a wealth of online experience unparalleled in the publishing industry. This will be instrumental in bringing our market leading brands, content and clients online with the Catcha Digital team over the next 12 months.”

Catcha Publishing is the combined group incorporating all magazine publishing companies under the Catcha umbrella and previously referred to separately as Catcha Lifestyle Publishing, Catcha Home Publishing and Catcha Luxury Publishing.

Congratulations to Tze Khay and Muna!

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## **About Catcha Publishing**

**Catcha Publishing (CP)** is a wholly owned subsidiary of **Catcha Media**, one of Southeast Asia's largest and most dynamic media groups. CP is a publishing company concentrating exclusively on publishing market leading magazines. It is Malaysia's largest English language publisher, with 15 titles in 17 editions, published across three countries. CP's titles cover the entire spectrum of readers from children to high-society. The portfolio includes the following titles: JUICE, Hanger, Stuff, Clive, Fairways, Mint, K-Zone, Prestige, Tic Talk, Prestige Lifestyle, HomePride, EVO, Supercars, EVO Performance Heroes and Complete Kitchen+Bathroom Magazine. It has a readership of approximately 1.2 million people a month making it one of the regions premiere magazine companies. Each of CP's publishing products is a market leader within its segment.

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