

## **Winners To Meet Kollywood's Shreya and Vijay!**

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In January 2008, THR Raaga and M3 Technologies (Asia) Berhad (M3 Technologies) ran the Star SMS Contest. Listeners had to keep themselves locked on to THR Raaga as the announcer asked questions on-air three times a day, for the listener to win a mystery trip to India! The questions were mainly on the Kollywood entertainment scene so listeners had to make sure they also tuned in for latest news and gossips in the entertainment industry. THR Raaga and M3 Technologies's Star SMS Contest challenge proved to be a big hit with thousands of listeners taking part to win the exciting prize. This one-of-a-kind promotion on THR Raaga created a buzz amongst the listeners, as the grand prize involved a meet and greet session with Shreya and Vijay.

The contest has come to an end with winner Thivakaran Chelladurai heading to India with cousin Kumareswaran Superamaniam by early July 2008. The all-expense-paid trip to meet and greet Kollywood's stars Shreya and Vijay turned out to be a dream coming true for Thiva. He quotes, "Thank you THR Raaga and M3 Technologies for giving me this once in a lifetime opportunity. Shreya is my most aspiring star and Vijay is just beautiful. I am lost for words to describe my excitement!".

M3 Technologies (Asia) Bhd's Chief Operating Officer Lester Neil Francis quotes, "M3 Technologies is pleased to have been a part of this money-can't-buy promotion. We felt the Indian community would truly appreciate a prize involving a meet and greet session with their favourite stars and true enough the winners seem to be already star struck. Beyond this promotion, we are partnering with THR Raaga to promote the most expensive movie made in India, "Dasavathaaram". Listeners get to win movie tickets, handphones and a grand prize of an LCD TV! On THR Raaga now too, listeners can download the latest Tamil true tones onto their mobiles. The song selections are up to date and are on the THR Raaga playlist. To subscribe, users have to type ON<space>MP3 and send to 32387.

For further details, please contact AMP Radio Networks Publicity Unit at 03- 9543 8888; Iza Ibrahim @ 012-205 1555 or ext 7237/ Jolly Vincent @ 016-261 2672 or ext. 7377

Astro Channel 859 Raaga, Singapore 103.7FM, Johor 103.7FM, Malacca 99.7FM, Seremban 101.5FM, Klang Valley 99.3FM, Taiping 102.1FM, Ipoh 97.9FM, Penang 99.3FM, Alor Setar 102.4FM, Kangar 102.4FM