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PRESS RELEASE

AIM 22 INTRODUCES 5 NEW AWARD CATEGORIES AND DROPS 1 CATEGORY

29th June 2016, Kuala Lumpur - Recording Industry Association of Malaysia (RIM) today announced the launch of the 22nd edition of Anugerah Industri Muzik (AIM), i.e. the most prestigious award in the music industry where the opening period of nomination, eligibility requirements and criteria for each category for the award was also announced. The ceremony, which was held at Plaza Grand Ballroom, PARKROYAL Kuala Lumpur was attended by members of RIM and the media.

For the first time in AIM history, AIM 22 introduce 5 new category, Most Downloaded Song, Most Streamed Song, Most Viewed Official Music Video on YouTube, Best Selling Ring Back Tones Song and Best Malaysian Singer.

Since 1993, AIM has been known as a local version of the Grammy Awards as it is the only award that gives recognition and tribute to Malaysian music talents including singer, composer, lyricist, producer and designer based on merit and quality, as well as help to boost the creativity and enthusiasm as a catalyst for the development of country music industry. **"Kemuncak Segala-Galanya!"** is still maintained as the **official 'tagline'** for the most prestigious and awaited award show of the year.

We are proud to be able to be part of the AIM Organising Committee, the biggest and prestigious award ceremony, especially when we had entered a meaningful 22nd year. We have move forward since AIM started in 1993.

Throughout its history, we have seen the artiste, composer, lyricist, and many other industry players who have won the trophy that became the dream of many continue to be more successful and bring pride to Malaysia at the international level in the music arena. RIM and AIM will continue to give our best to the benefit of the local music industry and all fans of music overall, "says Mr Rosmin Hashim, Chairman of the Organising Committee of AIM 22. RIM has added a total of 5 new categories that recognizes the achievement of songs and music videos based on digital sales on all digital platforms. This new awards recognise significant contributions by record labels in the local music industry ecosystem and provide

opportunities to the public to be the jury through the new category, Best Malaysian Singer. The category for 'Best Malay Language Song Performed By Foreign Artist ' has been dropped this year to focus more on recognition of local artistes.

Said Mr. Rosmin again, RIM would like to thank Sweedskin which had become the official main sponsor for this prestigious award, AIM 22. Also a special thanks to **Astro Ria**, AIM 22 official broadcaster and **PARKROYAL Kuala Lumpur** as the official hotel for AIM 22.

He then announced the matters concerning nomination, period and conditions of eligibility, award categories and criteria and judgment process,

The eligibility requirements and duration of nominations

Nominations for the awards AIM 22 years is opened for Song/Album in Bahasa Malaysia and English that were produced and released in Malaysia during the period of 1 July 2014 to 30 June 2016. The nomination period opened on Wednesday, 29 June 2016 and will end on Friday, 29 July 2016 at 5.00 pm. The nomination form has been circulated to all members of the RIM, and may also be downloaded at www.aim.org.my.

Full list of 24 categories as follows:

1. Best New Artist
2. Best Vocal Performance In A Song (Male)
3. Best Vocal Performance In A Song (Female)
4. Best Vocal Performance In A Song (Group)
5. Best Duo/Collaboration Vocal Performance In A Song
6. Best Album Cover
7. Best Engineered Album
8. Best Music Video
9. Best Ethnic Pop Song
10. Best Nasyid Song
11. Best Rock Song
12. Best Pop Song
13. Best Hip-Hop Song
14. Best Local English Song
15. Kembara Award (International Award)
16. Sri Wirama Award
17. Best Musical Arrangement In A Song
18. Best Song
19. Best Album
20. Most Downloaded Song (NEW)
21. Most Streamed Song (NEW)
22. Most Viewed Official Music Video on YouTube (NEW)
23. Best Selling Ring Back Tones Song (NEW)
24. Best Malaysian Singer (NEW)

For 'Most Downloaded Song', 'Most Streamed Song, Most Viewed Official Music Video on YouTube and Best Selling Ring Back Tones Song categories, recording company representative is required to send one (1) nomination only, based on the sale at all digital platforms. All results will be audited by RIM and/or its appointed auditor.

For Most Viewed Official Music Video on YouTube, only official music video is qualified and has to be uploaded by the record label or the artist official YouTube channel. Total views of the most-viewed official music video on YouTube will be verified by RIM with YouTube.

For the first time in AIM history, a category through the process of voting was created namely Best Malaysian Singer where the public can vote for the artist that they perceive to be the most qualified for this category. Artists listed in the Top 5 for Best Vocal Performance In A Song (Male), Best Vocal Performance In A Song (Female), are automatically eligible to compete for this category. Mechanism for the public jury voting will be announce in the 2nd AIM 22 press conference in October 2016.

Awards Judging

Like the previous year, RIM will maintain the judging system by appointing a panel of independent judges comprising the country music players and experts in related fields. The panel will be headed by a Chief Jury who is selected by the AIM 22 Organising Committee. The results of the Top 5 nominees is expected to be announced in October 2016.

ABOUT THE RECORDING INDUSTRY ASSOCIATION OF MALAYSIA (RIM)

RIM is the national industry trade association set up to represent the locally incorporated recording companies in Malaysia. RIM currently represents more than 400 companies and businesses, all of which are involved in the production, manufacturing and distribution of local and international sound, music video and karaoke recordings. For more information, please go to www.rim.org.my

For information on the criteria and nomination forms, please visit the AIM website www.aim.org.my

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SWEEDSKIN

Sweedskin is a local products served as a complete set of facial care. Consists of seven products, namely Detergent Cleaners Shine (Luminous Purifying Cleanser), Spray Pengaktif Skin (Skin Activator Mist), Cream Daily Protector DD (DD Cream) and four types of serum which is Sebum Control Serum (Sebum Reducer Serum), Whitening Serum (Brightening Serum), Hidrasi Moisturizing Serum (Serum Mosturizer Hydration), anti-aging Serum (Age Reversing Serum). Sweedskin is a facial care products that is safe to use without harmful chemicals, formulated from Europe with effective natural ingredients, skin and environment friendly as well as innovative and quality products at an affordable price.

The uniqueness of Sweedskin product is that it is also free from the nine ingredients prohibited harmful to the skin. Nine of the illicit material are preservatives, lanoline, silicon, the material komedogenik materials, materials from animal sources, mineral oils, coloring and alcohol. This makes Sweedskin one of the natural face care products suitable for all levels, ages and all skin types. For more information please visit the official website of Sweedskin at www.sweedskin.com

ASTRO RIA AND RIA HD

This year Astro RIA (channel 104) and Ria HD (channel 123) once again has been appointed as official broadcaster partners for AIM 22.

Dato ' Khairul Anwar Salleh, Head of Astro Malay Business Division said, "as the official broadcaster partner, they are honored to be able to participate in the country music industry together by sharing the glory of this prestigious event with the audience through our channel network Astro Ria and Ria HD.

Through the agreement that has been sealed, we will continue to provide extensive promotion thus elevating the largest and much awaited award show of Malaysia Music industry.

AIM which was previously broadcast live through Astro Ria channel is well by the audience.

We wish that AIM 22 this year will inspire music players to continue produce high quality work.

STAY IN COMFORT AND STYLE AT PARKROYAL KUALA LUMPUR WHILST CONNECTING TO THE LOCAL CULTURE

A Winning Combination of Comfort and Convenience

Kuala Lumpur, Malaysia: Centrally located in the heart of downtown Kuala Lumpur, the towering 21-storey PARKROYAL Kuala Lumpur offers the perfect combination of comfort and convenience with a host of dining, shopping and entertainment options on the doorstep. The adjacent Bukit Bintang monorail station ensures easy, traffic-free access to other parts of the vibrant city.

Strategically located on the bustling Golden Triangle, making it the perfect base for business, shopping and gastronomy, PARKROYAL Kuala Lumpur is 45 minutes from Kuala Lumpur International Airport (KLIA). Managed by Pan Pacific Hotels Group, the hotel has a collection of 426 well-appointed non-smoking guestrooms including 78 rooms and suites on Orchid Club floors. The portfolio of rooms includes an array of Superior and Deluxe rooms, Suites, the Orchid Club Executive rooms, and a Royal Suite.

PARKROYAL Kuala Lumpur is a pleasing meld of comfort and contemporary décor with a playful use of textures such as copper artwork, dark woods and red Perspex wall mounts. The Hotel explores a clean line with a nod to minimalist design in neutral tones and materials. Soothing water fountains give a refreshing sense of arrival as guests step into the lobby. At the front desk, guests are welcomed by the friendly and culturally diverse associates who are always there to assist and provide recommendations.

Strategically located on level three to level five of the hotel are the Orchid Club guestrooms and suites designed for a lifestyle of comfort, privacy and exclusivity with all the necessary facilities and services to cater for business executives. The Orchid Club Lounge on level six offers business class luxuries and personalised check-in and check-out features, with an experienced team to cater to guest's needs. The executive floor rooms offer special elevator access keys to guarantee the highest level of security and privacy, and are supplemented by private lounge facilities at the sophisticated Orchid Club Lounge.

Organising meetings and events are a breeze at PARKROYAL Kuala Lumpur. For the business-minded, the Hotel offers over 2,620 sq meters of meeting space, including 12 different-sized meeting rooms and two Ballrooms. These are outfitted with the latest audio visual equipments, providing flexibility to organisers to host themed events, meetings, conventions and weddings for up to 520 guests.

Located on level two of the hotel with its own foyer overlooking city skyline and entrance from the car park, the Orchid Grand Ballroom can cater to the comfort of 450 persons for dinner and 480 persons for cocktail party. With a warm, contemporary décor, guests will delight in the breath taking views of the city skyline while enjoying pre-dinner drinks at the foyer.

To help balance a busy lifestyle, rejuvenate after a rewarding day at the outdoor swimming pool and the gymnasium. The pinnacle of the hotel's wellness options is the award-winning St. Gregory sanctuary tucked away on level six of the hotel, featuring a foot massage room and five treatment rooms, each with attached shower and a fully integrated range of healing therapies, body and beauty treatments. Open daily from 10:00am to 10:00pm, all spa treatments are available for men and women by a 24-hour advance appointment.

Other facilities include a business centre with full secretarial services, concierge services, car rental and tour desk, same-day laundry, valet service and daily housekeeping service.

PARKROYAL Kuala Lumpur makes for an ideal destination for business and leisure travellers. For reservations and enquiries, please call +60 3 2147 0088, email enquiry.prkul@parkroyalhotels.com or visit parkroyalhotels.com