

## MEDIA RELEASE

### WHITNEY HOUSTON A SURE PERFORMER AT LIVE & LOUD KL 07

Whitney Houston and other superstars of her calibre are a rare sight in Kuala Lumpur, or even a sight at all according to skeptics. To all those skeptics out there, the diva is definitely coming to town end of this month to meet her fans for the first time ever here at Live & Loud KL 07.

Again, the skeptics will tell you that she will be here to just sing one or two songs, but they are wrong again. She will be performing live for over one hour concert during the "Turn on the Pop" night, which is scheduled to take place at Bukit Kiara Equestrian Park on 1 December 2007.

This is surely a dream come through for her fans in this part of the world and it is like a wish granted as Houston has in the last couple of years shied away from the international music scene.

Endowed with a versatile voice, Houston handles contemporary ballads, dance-pop, and slick urban contemporary soul, all with equal dexterity. To date, she has sold over 170 million records worldwide and is considered as one of the 100 most fascinating black women of the 20th century, according to Ebony magazine.

She has extremely impressive accolades and is the only female artist to have two albums in the top 35 best selling albums in the US. In addition, she is also the only artist to have a record seven consecutive Billboard Hot 100 #1 hit singles.

To add a truly amazing sensory impact to her full-blown concert on 1 December 2007, Houston will be performing on a state-of-the-art stage that was used to stage concerts around the globe for top international artistes.

The stage, complete with extensive high-tech audio and lighting equipment, was used during the tribute to Diana, Princess of Wales concert on 2 July 2007 and Live Earth concert on 7 July 2007, both held in Wembley Stadium, London.

The stage will make its first appearance in Malaysia and brought all the way from Belgium to Bukit Kiara Equestrian Park in a total of 18 units of 40-footer containers. Construction of the mega stage has commenced early this month and is expected to be completed on time for the "Chinese All Stars" that will kick off on 25 November 2007.

So for the fans of Houston and the skeptics out there, mark your diary for the Turn on the Pop night on 1 December 2007. Others in the stellar cast will include Elliott Yamin, Shaggy, Project Pop and James Taylor Quartet. Add to that our local stars like Anuar Zain, Noryn Aziz, Jaclyn Victor, Dina, Joe Flizzow, Azan (Ruffedge), Lah (VE), Nikki, Mode, Hannah Tan and One Buck Short.

Live & Loud KL 07 is a new concept of music festival is expected to take the local music scene as well-known artistes - international, regional and also local - will perform at a 10-day jam-packed music extravaganza. It is expected to bring out a screaming horde of fans when they converge in harmonic fusion for the first time ever in Kuala Lumpur.

It will start from 23 November to 2 December 2007, where each passing day greets festival-goers with different genre, different theme, different repertoire, different venue and most definitely different superstars.

While most music festivals are targeted at teenagers, Live & Loud KL 07 - the largest, most sensational and longest running music festival in South East Asia - is unique as the event is organised for all age groups.

Music enthusiasts can choose to go with friends or family members for the Chinese All Stars, Turn on the Pop and the World Music, Heritage & Culture shows; or enjoy the Best of 80s, Acoustic, R&B and Jazz nights.

This mega event is organised by Live & Loud Sdn Bhd and is endorsed by the Ministry of Tourism, Malaysia in conjunction with Visit Malaysia Year. It is expected to arouse the interest of international visitors and make them aware that Malaysia has risen to be a premiere destination of choice for music and entertainment-based tourism. At the same time, it will also put Malaysia on the map as the centre of arts, culture and music in this part of the world.

Individual tickets for all the shows, including season passes, starting from as low as RM80, have been made available from mid October. All tickets are available in selected outlets throughout the Klang Valley, and can be purchased online through the official website [www.lnlkl.com](http://www.lnlkl.com).