

15 APR 1998

Commonwealth-Broadcasting

CBC SIGNS UP AS RIGHTS HOLDER FOR KL 98 GAMES

KUALA LUMPUR, April 15 (Bernama) -- The Canadian Broadcasting Corporation (CBC) has become the latest to sign up as a rights holder for the Kuala Lumpur 98 Commonwealth Games in September.

CBC has acquired exclusive rights to radio and television for the Games in English and French, Games organisers Sukom Ninety Eight Berhad said in a statement today.

The other rights holders are the Nine Network Australia, the Australian Broadcasting Corporation (radio), the BBC, the South African Broadcasting Corporation, ESPN Star Sports (Asia), Television New Zealand, Television Corporation of Singapore and Radio Television Brunei.

Sukom executive chairman Jen (R) Tan Sri Hashim Mohd Ali signed the contract at the CBC building in Toronto yesterday. Ian Howard of API Sponsorship Sdn Bhd; Jim Byrd, vice-president of Network Television; and Alan Clark, Head of Network Sports, witnessed the ceremony.

CBC has a long history with the Commonwealth Games, having been the Canadian rights holder and host broadcaster for the Victoria '94 Games.

Meanwhile, Sukom will launch the Kuala Lumpur 98 Souvenir Card on April 26 to commemorate the 16th Commonwealth Games.

Prime Minister Datuk Seri Dr Mahathir Mohamad is expected to launch the card at Dataran Merdeka here, following which it will be put on sale, including at main outlets of Pos Malaysia, and branches of Bank Simpanan Nasional, United Merchant Finance and Ban Hin Lee Bank.

Eventually the card will also be available at participating BP, Caltex and Esso petrol stations.

The card, which comes with a free one-year ordinary membership of Gateway Discount Card, entitles holders to discounts at over 6,000 business establishments throughout the country.

Cardholders are also entitled to discounts on Games merchandise sold at competition venues during the pre-Commonwealth Games in July and the Games proper in September. -- BERNAMA

ERE YBY