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MAS-Business Week

MAS PULLS OUT ADS FROM BUSINESS WEEK

KUALA LUMPUR, Sept 15 (Bernama) -- Malaysia Airlines (MAS) is believed to have pulled out its advertisement placements with Business Week magazine.

Rumours have been circulating that the national flag carrier does not intend to advertise in the magazine after it was reported that Business Week threatened to write nasty things about Prime Minister Datuk Seri Dr Mahathir Mohamad if he declined to give the publication an interview.

When queried, MAS senior general manager (Corporate Services) Dr Mohamadon Abdullah said: "MAS is reviewing and deferring its media needs with Business Week."

Although he declined comment as to why MAS has made the move to pull out its advertising from Business Week, it is believed that the action was due to the fact that the magazine had shown "disrespect" to Dr Mahathir with its recent threat.

Dr Mahathir has also indicated he has no wish to be interviewed by Business Week.

Although MAS did not disclose the value of its ad campaign in Business Week, it is believed that the deal is worth about US\$400,000 (about RM1.52 million).

Business Week is published in New York by The McGraw Hill Group of Companies. The Asia Edition of Business Week has a reported weekly circulation of more than 60,000.

-- BERNAMA

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