

Newspaper	NEW STRAITS TIMES
Date	19 MARCH 2017

Najib gives NSTP e-papers the thumbs up

NST-19/3/2017

PUTRAJAYA: Prime Minister Datuk Seri Najib Razak visited the Media Prima Bhd (MBP) and New Straits Times Press (NSTP) booth at the Ekspresi Negaraku event yesterday.

He took the opportunity to see the *New Straits Times* (NST), *Berita Harian* and *Harian Metro* E-papers that were being promoted at the event.

He browsed through the e-papers and said, "*Bagus.*" (Good.) NSTP newspaper sales and dis-

tribution head Mohd Fikre Hashim said the event focused on promoting the three digital newspapers, as well as the FullAMark education portal and mobile site.

"To attract youngsters to subscribe to the e-papers, we are giving away a lot of freebies, including Parkson shopping vouchers and free entries to a popular theme park," he said.

Apart from the free merchandise, new subscribers will also receive a free subscription of an-

other e-paper of their choice.

The tonton booth was a hit as actor Ashraf Muslim made a special appearance.

At the Media Prima Radio Network booth, deejays of four leading radio channels, Hot FM, Kool FM, One FM and Fly FM, were seen mingling with fans.

MPB marketing and communications lead Dhiya Aizat said the event was about giving back to the viewers who had been supporting them for years.