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**REV Asia Appoints Loh Ken Wei General Manager, Publishing**

**KUALA LUMPUR – 30 January 2014** REV Asia, one of Malaysia’s leading digital media groups, announced today that Loh Ken Wei has been promoted to General Manager of Publishing, effective 1st January 2014.

Loh will be responsible for managing the overall business profitability and growth of REV Asia’s Publishing operations in Malaysia, and will spearhead the Digital Transformation Program of its brands.

REV Asia owns and operates a stable of top authority brands beloved by readers and clients. Among those that will fall within Loh’s remit are JUICE, Stuff, Clive, Mint, Hanger, The Guide, Fairways, Prestige, Prestige Top 40 Under 40, Adore, IDEAS and Total Film, as well as outdoor cinema event, Starlight Cinema; Mint is REV Asia’s sole Chinese language title.

Loh Ken Wei joined Catcha Publishing in 2008 prior to its formation into REV Asia. In 2013 he was appointed Business Director, and made responsible for the publishing division’s lifestyle and entertainment portfolio, overseeing both sales and editorial aspects of the business.

Speaking of the appointment, REV Asia Managing Director, Voon Tze Khay said, “The catalysation of digital ad spend is such a vast opportunity for REV Asia to move into. With the digital transformation program of REV Asia’s key publishing brands underway, I am excited that Ken Wei has taken up the role to lead the business. He has more than seven years of publishing experience, a proven track record of growing sales revenue, and is highly recommended by his industry peers.”

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## **About REV Asia**

Headquartered in Kuala Lumpur, and formed in October 2013, REV Asia is one of Malaysia's leading digital media group, owning and operating top authority brands with an extensive distribution platform that is able to reach a total reach of approximately 14 million people each month.

By combining the power of social media marketing and exceptional content with an established portfolio of authority brands, REV Asia is able to put its clients and their brands at the centre of social attention, providing influential digital marketing solutions to enable over 500 clients to engage and connect with their intended audience.

Among REV Asia brands are JUICE, Hanger, The Guide, Clive, Stuff, Total Film, Fairways, Mint, Prestige, Prestige Top 40 Under 40, Adore, IDEAS, and Starlight Cinema. REV Asia also exclusively operates, develops content and delivers advertising solutions for MSN Malaysia's portal, Msn.com.my, Outlook.com (MY) and Skype (MY).

REV Asia is also owner of crowd-sourced content broadcasting platform SAYS.com and 8Share.