



LITE attracts 937K Malaysians weekly on radio. The brand plays a carefully curated playlist of relaxing favourites from the 80s, 90s and today while discussing topics that matter - real people, real lives, real stories.

**Brand Positioning:**  
Relaxing Favourites

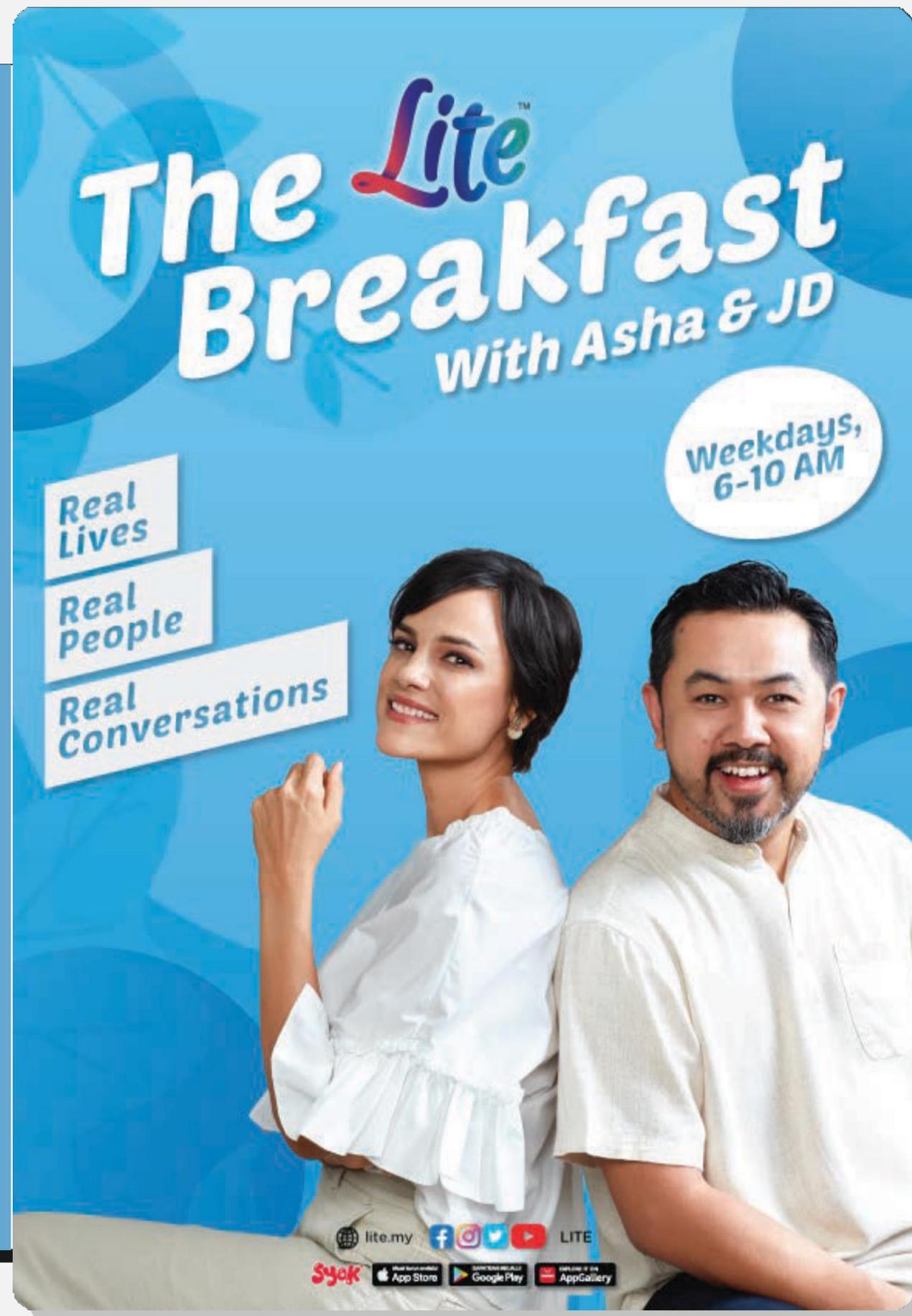
**Target Audience:**  
35 - 49 year olds (Professionals)

**Language:**  
English

**FREQUENCY LISTING:**

- 105.7FM Klang Valley
- 104.4FM Penang
- 94.6FM Johor / Johor Bahru
- 104.4FM Alor Setar
- 89.3FM Taiping
- 101.5FM Ipoh
- 104.6FM Seremban
- 92.2FM Melaka
- 104.7FM Kuantan
- 105.9FM Kuala Terengganu
- 104.3FM Kota Bharu
- 100.1FM Kuching
- 103.2FM Kota Kinabalu

Astro Channel 854





JD, holds a Bachelors in Engineering and was briefly a lecturer in Penang before his gift of the gab brought him to KL where he flourished in the broadcasting industry as a Breakfast Show announcer. He's been on radio now for over a decade and his passion for sports led him to hosting various television shows on Astro, Fox & ESPN. His love for Manchester United is unparalleled and he loves a good game of Tennis.



ASHA, a Malaysia-based model, host, producer, activist and radio announcer -and that's just the tip of it. On top of being the face for Channel [V] back in 1999, she also had a major role in the production such as directing, scriptwriting and producing. Well-known for her unique character and quirky interview style, through her own various shows, she has interviewed the likes of the Bee Gees, Lenny Kravitz, Travis and Britney Spears. Now co announcing The LITE Breakfast Show alongside JD, you can catch her soothing soul from 6-10am, every weekdays.



SHAM, hosts the LITE Drive from 4-8 pm. A family man, he's married with a 4-year-old son. Outside of the studio you're likely to find him cheering on his favourite rugby team, as he has a huge passion for the sport.



SORAYA first hosted a fake radio show when she was 11, one she recorded onto cassettes that have since thankfully been lost. She decided to give a (real) radio career a go by joining LITE. When not on air, she can be found planning her next travel adventure, finding new things to love about KL and adding too many books to her shelves.



REX, or as we like to call him, Dr. Love, started his career on radio when he was 19 years old. Throughout his career, he has hosted numerous shows including the LITE Drive & LITE Breakfast before becoming the Content Manager for LITE. He now returns hunting for your messages of love for the LITE Love songs."



## Segments

<b>6.00 am-10.00 am</b>	<b>The LITE Breakfast Show with Asha &amp; JD</b> Join Asha & JD for real lives, real people, real stories from ordinary people with extraordinary stories.
<b>10.00 am – 4.00 pm</b>	<b>Relaxing Favourites Workday with Soraya</b> Soraya takes you through the day with relaxing favourites plus shines the spotlight on inspiring women in her Power Women segment.
<b>4.00 pm – 8.00 pm</b>	<b>The LITE Drive with Sham</b> De-stress on your drive home with Sham as he shares his Top5@5. Plus re- laxing favourites you love.
<b>8.00 pm – 10.00 pm</b>	<b>LITE After Dark</b> Sit back and relax with our soothing selections in LITE After Dark
<b>10.00 pm – 12.00 am</b>	<b>The Love Songs with Dr. Love</b> End your work days with love songs and dedications with Dr Love.