



HITZ is Malaysia's No. 1 English radio brand, with a weekly reach of 2.5M on radio. The brand accompanies fans throughout their day, playing the best new music all day long with exclusive interviews and unprecedented access to the stars.

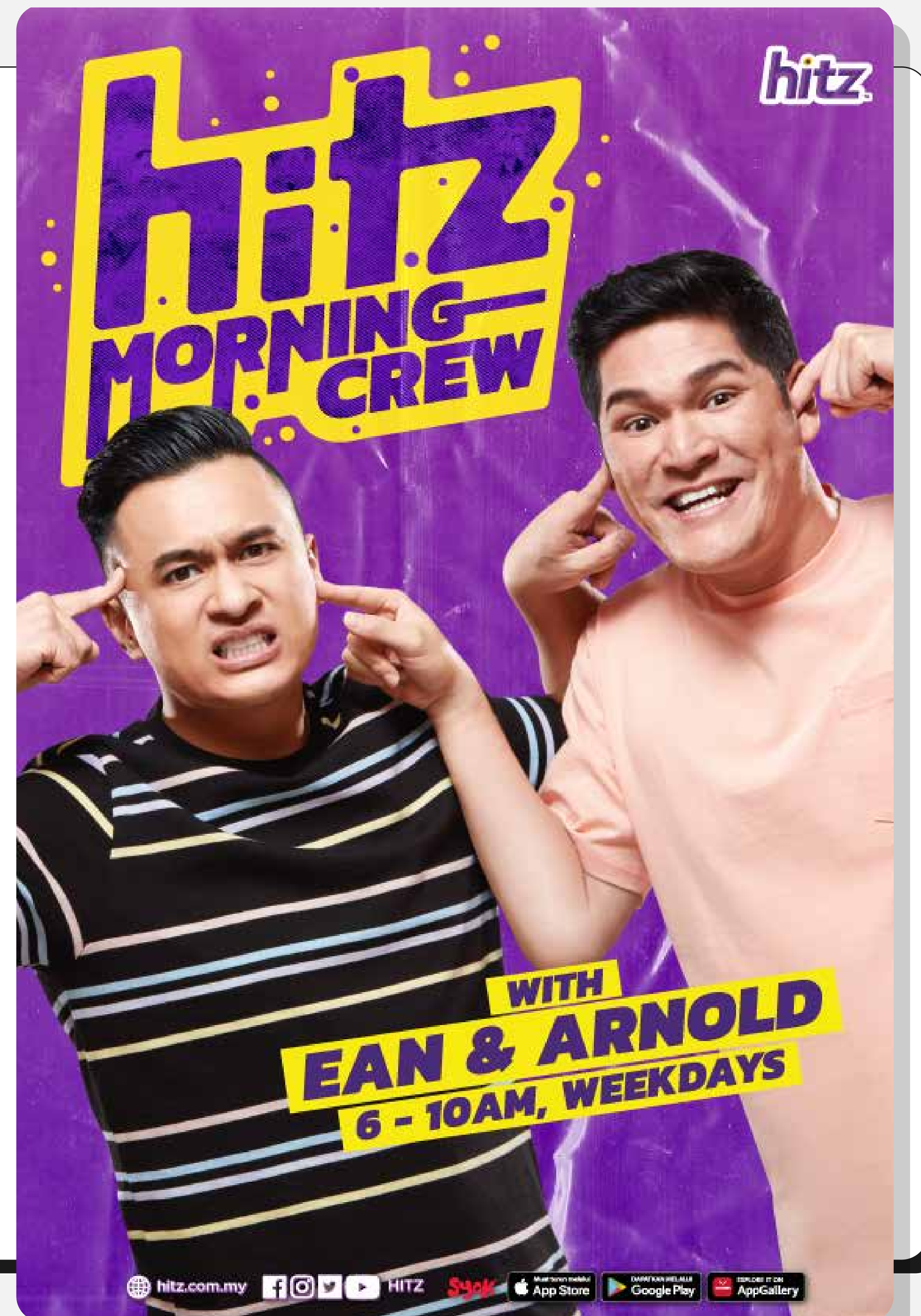
**Brand Positioning:**  
ALL THE HITZ, ALL THE TIME.

**Target Audience:**  
10 - 29 year olds (60% Malay)

**Language:**  
English

### FREQUENCY LISTING:

- 92.9FM Klang Valley
  - 92.8FM Penang
  - 97.6FM Johor / Johor Bahru
  - 92.8FM Alor Setar
  - 93.6FM Taiping
  - 92.7FM Ipoh
  - 95.0FM Seremban
  - 93.0FM Melaka
  - 93.2FM Kuantan
  - 94.8FM Kuala Terengganu
  - 92.8FM Kota Bharu
  - 92.4FM Langkawi
  - 95.3FM Kuching
  - 100.8FM Kota Kinabalu
  - 105.8FM Miri
  - 99.8FM Sandakan
- Astro Channel 852







ARNOLD, can be summed up in one word "Bro". That's exactly how everyone relates to this champion. The everyday guy for the everyday Malaysian found his way into HITZ Morning Crew as one usually does; simply wake up one morning and decide "I wanna be a radio announcer". As fate would have it, best decision ever. His general perspective of life and opinions keep mornings fresh, with listeners in stitches.



EAN, the epitome of playfulness. Parody hit-maker and lover of burgers, he is always up and ready to tickle your funny bone with his wit and humour. Crowd favourite with his cheeky personality, Ean is ready to keep fans 'woke' through weekday morning rush-hour traffic alongside 'bro' Arnold, making your mornings a whole lot naughtier on the HITZ Morning Crew.



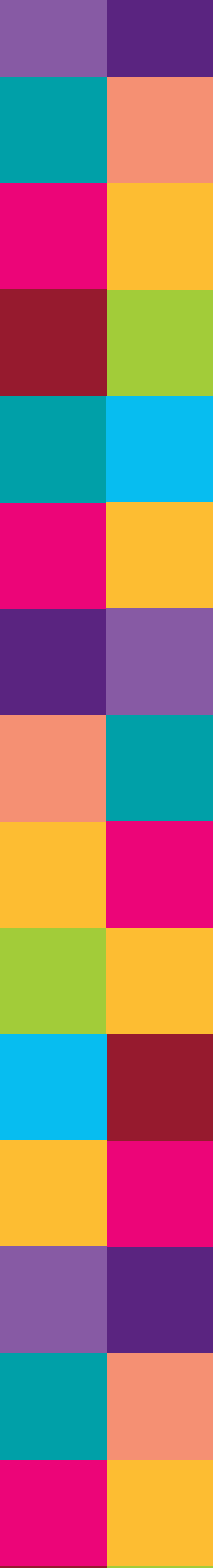
CALISTA, may be petite, but make no mistake, this girl's huge on character! Serving up her unique blend of sweet and bubbly as announcer at HITZ Sabah, Calista's craving got the better of her — and decide to trade the tropical islands for the big city lights of Kuala Lumpur. Now she's with the team, revived up and ready to keep you entertained with the biggest hits, the weirdest beauty trends, and all kinds of randomness! Loves heights (oh the irony), hates early mornings, and is obsessed with potatoes. Prefers malls over gyms, & declares travel as her exercise of choice; because as she says "hey, a lot of walking is done when you're not in the comfort of your own town!"



ZHER, never says no to traveling, baked goods and Alexander Skarsgård (really?). She's also a confused hipster cause she spends her free time juicing and listening to vinyls, but loves dancing to Ariana Grande.



KEANU's not into football and superhero movies but he's a sucker for rom coms, gossipy news and teen TV shows. He's often dubbed as the noisiest and most panicky person in the room but he's trying his best to become calmer in 2019. Keanu's also 22 years old and has never tried banana leaf in his life (Really?).



## Segments

<b>6.00 am-10.00 am</b>	<b>HITZ Morning Crew with Ean &amp; Arnold</b> From laugh out loud moments, to Gotcha Calls, the HITZ Morning Crew links you to what's being talked about and trending from Malaysia and around the globe.
<b>10.00 am - 3.00 pm</b>	<b>HITZ Days with Calista</b> Your pulse on everything that's anything. Biggest hits, hottest celeb gossip, and all things and trend breaking the internet, and taking over world.
<b>3.00 pm - 8.00 pm</b>	<b>HITZ Drive with Zher</b> The hits for your drive home, along the day's hot topics and football goss you can't get anywhere else.
<b>8.00 pm – 12.00 am</b>	<b>HITZ Night with Keanu</b> Your destination for all things 'pop culture' and the 'biggest hits right now'.