

2Spicy Entertainment announces the next We Love Asia music festival to be held in September this year

Kuala Lumpur, July 11th, 2013 - Event & entertainment agency 2SpicyEntertainment based in Kuala Lumpur, Malaysia announced today their upcoming "We Love Asia 2.0" music festival to be held on the 6th and 7th of September 2013 at Sepang International F1 Circuit, Kuala Lumpur.

Featuring international superstars such as *Pitbull, Taboo (Black Eyed Peas), DJ Antoine, Tomcraft, Style Of Eye, Zombie Kids, Mikkas, Inna* and *Tenashar* as well as national hopefuls and local heroes such as *Mizz Nina, Stacy Angie, Joe Flizzow, Pop Shuvit* and *Rojak Bois*, 2Spicy Entertainment is expecting more attendees than their first "We Love Asia" festival in January.

The 2-day music festival is supported by Malaysia Major Events, a division of Malaysia Exhibition & Convention Bureau under the Ministry of Tourism and Culture. "We Love Asia 2.0" is expected to attract 15,000 attendees including 2,500 international fans in the region, generating an estimated economic impact of RM17 million to Malaysia.

Mr. Zulkefli Hj. Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB) said, "We Love Asia is an example of a home grown event which showcases Malaysia's capacity to stage large-scale events and attract foreign attendees to Malaysia. Our support of the event is in line with the strategic efforts in boosting tourist arrivals for Visit Malaysia 2014 (VMY 2014). We urge other corporate sponsors to come on board with us and help raise Malaysia's profile as a key destination for major arts, lifestyle and entertainment events in the region"

The festival's 50+ artists (the full line-up TBA) will be presented in two days and three different themed stages, two of them in cooperation with internationally renowned brands, namely "Space Ibiza Stage" and "Family And Friends Stage" from Tomorrowland. Furthermore, "We Love Asia" will feature a fun park with rides such as "The Extreme Ride" and "The Ejection Seats" where fellow music lovers can relax and rest with a twist in between the show acts or if they need a break from the dancing action.

We Love Asia 2.0 ticket sale was launched on the 21st of June, where 2SpicyEntertainment held an event which was a novum for Malaysia, presenting the first DJ Live 3D Show featuring Joachim Garraud and local acts. The ticket prices start from RM109 for the whole weekend which is very affordable by industry standards.

The show times are from 2.00 PM until late on each of the two days.

More information: <http://www.weloveasia.com>

Ticket sale: <http://ticket.wla.my/>

Current lineup:

Main Stage

Pitbull Global Warming Tour

DJ Antoine

Da Silva
Taboo
Style of Eye
INNA
Tenashar
TomCraft
MIKKAS
Zombie Kids
From Ibiza / Space Stage
Camilo Franco
Danny Marquez

From Tomorrowland / Family & Friends Stage

Derrick Carter
Riva Starr
Mr C
DJ Terry Francis
Brett Johnson

From Asia / We Love Asia Stage

Mizz Nina
Stacy Angie
Joe Flizzow
Pop Shuvit
Chukiess
Daftastic
Rojak Bois

About 2Spicy Entertainment

Within just two years 2Spicy Entertainment, a fully integrated, Malaysia-based entertainment company, became a leader in live concerts, club events and their related businesses across South East Asia. The fully integrated, broad-based company stands at the forefront of every aspect of popular dance, trance and clubbing.

About Malaysia Major Events

Malaysia Major Events is a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under Malaysia's Ministry of Tourism and Culture. Born under the Prime Minister's Economic Transformation Programme (ETP), Malaysia Major Events facilitates significant events that help contribute to Malaysia's economic growth. It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events. As a conduit between public and private sector, it's a one-stop centre which facilitates and liaises with diverse event stakeholders to ensure seamless processes and successful events. For more information, please visit <http://www.mymajorevents.com.my>