

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

Kuala Lumpur, July 15th, 2013 - Event & entertainment agency 2Spicy Entertainment based in Kuala Lumpur, Malaysia today announced 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 Convention & Exhibition Bureau, an agency under the Ministry of Tourism and Culture. "We Love Asia 2.0" is expected to attract 35,000 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 2Spicy Entertainment 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 RM89 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

Noisecontrollers

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>

