



TVBI Company Limited

電視廣播(國際)有限公司

TVB City, 77 Chun Choi Street,
Tseung Kwan O Industrial Estate,
Kowloon, Hong Kong.
香港九龍將軍澳工業邨駿才街七十七號電視廣播城

Tel : (852) 2335 3333
Fax: (852) 2358 3227
E-mail: info@tvbihk.com

Press Release

TVB Proudly Presents
***Outbound Love* Cross Region Production,**
Shooting in Malaysia Kick Off Ceremony & Press Conference
TVB artistes Ruco Chan, Aimee Chan, Elaine Yiu and Vivien Yeo
arrive at Kuala Lumpur for drama shooting launch

(Hong Kong – 11 April 2013) Continuing the success of *Born Rich*, TVB arrives at Kuala Lumpur and Penang for shooting the newest drama *Outbound Love* this year. To kick-off the shooting, TVB artistes **Ruco Chan, Aimee Chan, Elaine Yiu and Vivien Yeo** were invited to attend the “**TVB Proudly Presents *Outbound Love* Cross Region Production, Shooting in Malaysia Kick Off Ceremony & Press Conference**” on 6 and 7 April in Kuala Lumpur.

Receiving the full support from Penang Tourism, *Outbound Love* successfully shoots the spectacular Malaysian landscapes in both Kuala Lumpur and Penang for a month. It overtakes *Born Rich* by a larger production team, which is comprised of hundreds of professionals that involves backstage crews, TVB and Astro artistes. The main cast including Ruco Chan, Aimee Chan, Tony Hung, Lin Xia Wei, Mat Yeung, Elaine Yiu and Vivien Yeo, collaborate with Astro artistes J Justin Lan Kah Fai, Jordan Sen, Belle Chan, Denise Tzushuan Tan, Alex Yau, Hou Shi Ling, Huang Gui Zhen and Mico Lee to present refreshing love stories in *Outbound Love*.

TVB artistes Ruco Chan, Aimee Chan, Elaine Yiu and Vivien Yeo first arrived at Kuala Lumpur for an interview session hosted by Astro MYFM and the E-magazine “Astro Touch”. They all expressed their excitement on the shooting in Malaysia. They further attended the “TVB Proudly Presents *Outbound Love* Cross Region Production, Shooting in Malaysia Kick Off Ceremony & Press Conference” held in Paradigm Mall on 7 April. They were warmly welcomed by the crowd and the fans that had been awaited there before the ceremony started! Dr. Norman Leung, Executive Chairman of TVB, Mr Sherman Lee, Controller of International Business Division of TVBI, Mr Choo Chi Han, Vice President of Astro Chinese Customer Business, Mr Fong Tsun Chiu, Executive Producer of *Outbound Love* further showed their full support by hosting the opening ceremony with TVB and Astro artistes, and proudly announced the drama shooting in Malaysia. TVB artistes Elaine Yiu and Ruco Chan performed songs to express their gratitude to the local audiences. In addition, the 4 artistes participated in the game sessions, in which they had to cook Penang Rojak and competed whipping cream. The audiences paid compliments to the dishes after tasting. Eventually, the press conference was successfully concluded by the toasting.

A series of publicity events continue one after the other! The Malaysian press will be arranged to pay visits on the main cast in Kuala Lumpur in Penang in April. In addition, promotional events will be held on 2 and 3 May at Penang for disclosing latest information and behind the scenes of the drama! Continue to stay tuned to our latest coverage on the promotional campaign of *Outbound Love*!

Photo captions:



1a. (from left to right) Astro artistes Juztin Lan Kah Fai, Jordan Sen, TVB artistes Vivien Yeo, Aimee Chan, Mr Choo Chi Han, Vice President of Astro Chinese Customer Business, Dr. Norman Leung, Executive Chairman of TVB, Mr Sherman Lee, Controller of International Business Division of TVBI, Mr Dave Fong, Executive Producer of *Outbound Love*, TVB artistes Ruco Chan, Elaine Yiu, Astro artistes Hou Shi Ling and Denise Tzushuan Tan kicked off the “TVB Proudly Presents *Outbound Love* Cross Region Production, Shooting in Malaysia Kick Off Ceremony & Press Conference”.

1b. (from left to right) Astro artistes Juztin Lan Kah Fai, Jordan Sen, TVB artistes Vivien Yeo, Aimee Chan, Mr Choo Chi Han, Vice President of Astro Chinese Customer Business, Dr. Norman Leung, Executive Chairman of TVB, Mr Sherman Lee, Controller of International Business Division of TVBI, Mr Dave Fong, Executive Producer of *Outbound Love*, TVB artistes Ruco Chan, Elaine Yiu, Astro artistes Hou Shi Ling and Denise Tzushuan Tan kicked off the “TVB Proudly Presents *Outbound Love* Cross Region Production, Shooting in Malaysia Kick Off Ceremony & Press Conference”.



1c. (from left to right) Astro artistes Juztin Lan Kah Fai, Jordan Sen, TVB artistes Vivien Yeo, Aimee Chan, Mr Choo Chi Han, Vice President of Astro Chinese Customer Business, Dr. Norman Leung, Executive Chairman of TVB, Mr Sherman Lee, Controller of International Business Division of TVBI, Mr Dave Fong, Executive Producer of *Outbound Love*, TVB artistes Ruco Chan, Elaine Yiu, Astro artistes Hou Shi Ling and Denise Tzushiuan Tan kicked off the “TVB Proudly Presents *Outbound Love* Cross Region Production, Shooting in Malaysia Kick Off Ceremony & Press Conference”.



1d. (from left to right) Astro artistes Juztin Lan Kah Fai, Jordan Sen, TVB artistes Vivien Yeo, Aimee Chan, Mr Choo Chi Han, Vice President of Astro Chinese Customer Business, Dr. Norman Leung, Executive Chairman of TVB, Mr Sherman Lee, Controller of International Business Division of TVBI, Mr Dave Fong, Executive Producer of *Outbound Love*, TVB artistes Ruco Chan, Elaine Yiu, Astro artistes Hou Shi Ling and Denise Tzushiuan Tan kicked off the “TVB Proudly Presents *Outbound Love* Cross Region Production, Shooting in Malaysia Kick Off Ceremony & Press Conference”.



2. Ruco Chan, Aimee Chan, Vivien Yeo and Elaine Yiu shared the latest information about *Outbound Love* shooting.



3. Elaine Yiu delivered a stunning performance to audiences.



4a. Ruco Chan showed his appreciation to the audiences by singing the theme song of *Reality Check*.



4b. Ruco Chan showed his appreciation to the audiences by singing the theme song of *Reality Check*.



5a. Aimee Chan and Vivien Yeo were split into two teams with the audiences for preparing Penang Rojak in the game session.



5b. Aimee Chan and Vivien Yeo were split into two teams with the audiences for preparing Penang Rojak in the game session.



6a. TVB artistes competed with each other by the game of



6b. TVB artistes competed with each other by the game of

whipping cream.



whipping cream.



7a. The TVB artistes presented souvenirs to the audiences.



7b. The TVB artistes presented souvenirs to the audiences.



8. (from left to right) During the toasting ceremony, Astro artistes Jordan Sen, Juztin Lan Kah Fai, Belle Chan, Mico Lee, Denise Tzushuan Tan, TVB artistes Ruco Chan, Mr Choo Chi Han, Vice President of Astro Chinese Customer Business, Dr. Norman Leung, Executive Chairman of TVB, Mr Sherman Lee, Controller of International Business Division of TVBI, Mr Dave Fong, Executive Producer of *Outbound Love*, TVB artistes Aimee Chan, Vivien Yeo, Elaine Yiu, Astro artistes Alex Yau, Huang Gui Zhen and Hou Shi Ling wished *Outbound Love* shooting in Malaysia every success.

9. The executives, TVB and Astro artistes took a group photo on stage.



10a. TVB artistes Ruco Chan, Aimee Chan, Vivien Yeo and Elaine Yiu took a group photo.



10b. TVB artistes Ruco Chan, Aimee Chan, Vivien Yeo and Elaine Yiu took a group photo.



11. The TVB artistes attended an interview session hosted by Malaysian media.

For any further information, please contact:

Sum Luk Marketing Communications Executive

Tel : (852) 2335 3319 Fax : (852) 2335 3227

Email : sum.luk@tvbihk.com

Agnes Au Research Writer

Tel : (852) 2335 3347 Fax : (852) 2335 3227

Email : agnes.au@tvbihk.com

Simon Li

Marketing Communications Manager

Marketing Services Department

TVBI Company Limited

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