

Press Release

-- for immediate release --

MALAYSIA AIRLINES BRINGS INETASIA ONBOARD TO IMPLEMENT WEBTRENDS 7.5

Bangkok, May, 2006

Malaysia Airlines has brought leading Asian Internet Consultancy Inetasia onboard to upgrade its web analytics capabilities. Inetasia will implement WebTrends 7.5, the world's leading enterprise level web analytics solution. Inetasia is the official WebTrends distributor for South East Asia, Hong Kong and Southern China.

"Malaysia Airlines operates numerous content-rich websites, which receive millions of page views from visitors around the world," said Wolfgang Jaegel, Director and Chief Technical Officer of Inetasia. "Consequently they need a web analytics solution capable of handling very large quantities of data. WebTrends 7.5 offers the level of scalability and customization necessary to meet Malaysia Airlines' complex requirements."

With the increasing importance of online tickets sales, the need to accurately track visitor behaviour is paramount. WebTrends 7.5 delivers multi-dimensional, customized drill-down reports, which will allow Malaysia Airlines to make informed business decisions on how best to increase their return on online investment.

About Malaysia Airlines

Malaysia Airlines is the national carrier of Malaysia and one of the world's premier airlines, with a global network covering 32 domestic and 86 international destinations. Malaysia Airlines is renowned for the excellence of its service, and has received numerous international awards, including "Best Economy Class" at the World Airline Awards 2006, and the "Reader's Digest Trusted Brand Platinum Award 2006".

About Inetasia

Inetasia is a leading Asian Internet consultancy, providing high-value technology solutions to the global marketplace using the Internet, web-based applications, and information technologies. Build, market, and analyze with Inetasia's integrated marketing platform, which combines Site Manager 6.0, a powerful web-based marketing platform for workflow automation and WebTrends web analytics, the world's leading solution for accurate and actionable metrics to optimize online marketing performance for maximum return on investment.

Inetasia's flagship clients include major local and multinational corporations such as Tesco Lotus, Bank of Thailand, AIS, Royal & SunAlliance Insurance, CB Richard Ellis, UBCTV, United Nations, Bangkok Hospital, Colgate, MobileOne, SingTel, MediaCorp, VISA, Deutsche Bank, AIG, Bank of East Asia, Hong Kong Trade Development Council, HSBC, and Amari Hotels and Resorts.

For more information, please contact

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