



Press release

“Isle of MTV”: International pop stars attracted to Malta

Valetta, 26 June 2008 – With an all star international line up the Isle of MTV Malta Special was staged on the Mediterranean island on June 25th.

The Kooks, One Republic, Lady Gaga, N.E.R.D. and Enrique Iglesias headlined the spectacular open-air concert to a buzzing audience of more than 50.000.. In the days leading up to Isle of MTV, Malta hosted the first ever "Malta Music Week" featuring club nights, beach parties and bar hopping in Malta and Gozo's hottest nightspots, making the islands one of the top music travel destinations this summer.

Isle of MTV Malta Special stems from a collaboration between MTV Networks International and the Maltese government. The fusion of Malta and MTV produced an incredible feeling for the thousands who attended the awesome open-air concert held in the stunning backdrop of Il-Fosos Square in Floriana for the second year running, and is expected to become a "cannot miss" annual event for discerning music fans as it continues through 2009 and beyond.. MEDIA CONSULTA (MC) was responsible for communication measures including media releases and press trips to announce and promote the event Europe-wide.

Isle of MTV is one of the highlights of MTV's European summer music scene – one of the coolest and most eclectic outdoor live music events, and its benefits for the Maltese tourism industry are obvious. "An event like 'Isle of MTV' offers the perfect opportunity to steer pan-European media attention to Malta, thus giving the island a major competitive advantage," said MC-CEO Harald Zulauf.



MC is a close partner of Malta's tourism industry. Since 2007 the agency supports both the Malta Tourism Authority (MTA) as well as the airline Air Malta with the aim of stimulating tourism to the Mediterranean archipelago.

About MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communication, youth marketing and political communication. In addition to German branch offices in Berlin and Cologne, the MC network is the only German network to maintain its own subsidiaries and partner agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

For further information
please contact:

MEDIA CONSULTA
Susanne Schneider
Wassergasse 3
10179 Berlin
Tel: +49(0)30/65 000-255
Fax: +49(0)30/65 000-192
s.schneider@media-
consulta.com