

FOR IMMEDIATE RELEASE

THE FORCE COMES TO IFLIX WITH STAR WARS

Episode I The Phantom Menace, Episode II Attack of the Clones, Episode III Revenge of the Sith, Episode IV - A New Hope, Episode V The Empire Strikes Back and Episode VI Return of the Jedi are now available to stream on iflix

KUALA LUMPUR, 16 November 2017– iflix, the world's leading entertainment service for emerging markets, is thrilled to announce that from today, iflix subscribers in Malaysia can experience the magic of *Star Wars* from the very beginning with the first six instalments of the global phenomenon and epic space opera franchise available immediately to stream and binge on.

iflix's new *Star Wars* branded channel in app and at iflix.com will feature:

- *Star Wars: Episode I – The Phantom Menace*
- *Star Wars: Episode II – Attack of the Clones*
- *Star Wars: Episode III – Revenge of the Sith*
- *Star Wars: Episode IV – A New Hope*
- *Star Wars: Episode V – The Empire Strikes Back*
- *Star Wars: Episode VI – Return of the Jedi*

Fans can additionally look forward to the premiere of *Star Wars: Episode VII – The Force Awakens* on iflix in 2018.

The May 25, 1977 theatrical debut of *Star Wars (Episode IV A New Hope)*, which premiered on a scant 32 screens across America, changed the face of cinema forever. An instant classic and an unparalleled box office success, the rousing "space opera" was equal parts fairy tale, western, 1930s serial and special effects extravaganza, with roots in mythologies from cultures around the world. From the mind of visionary writer/director George Lucas, the epic space fantasy introduced the mystical Force into the cultural vocabulary and it continues to grow. Its lush universe ever-expanding through film, television, publishing, video games and more.

iflix Group Chief Content Officer, Sean Carey said: "*Star Wars* is the world's most iconic and significant film series of all time. The incredible characters, worlds, and legends envisioned by George Lucas, have over the last 40 years and continues to today, excite, enthrall and inspire audiences of all ages and generations around the world. We are thrilled to share the

Star Wars canon with fans in Malaysia. At iflix, we are committed to delivering the best entertainment experience, completely on the users' terms. The addition of *Star Wars* to our extensive library is a testament to that promise."

Now available to over one billion consumers across 24 territories throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming. Offering consumers, a vast library of top Hollywood, Asian and Middle Eastern regional, and local TV shows and movies, including many first run exclusives and award-winning programs, each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever.

ABOUT IFLIX

iflix is the world's leading entertainment service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection everyone's favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies, live sports and more from Hollywood, the UK, Asia, The Middle East and Africa, iflix places the entertainment people want at their fingertips to either stream or download. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let's play.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana, Nepal and Bangladesh.

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