

Fullmoon Pictures (M) Sdn. Bhd.

# Media Report

SENATOR DATO' SRI TI LIAN KER EMBRACES 25TH ANNIVERSARY OF THE  
MALAYSIAN EXPEDITION TO MT EVEREST 1997 & LAUNCHING OF THE  
RM150 MIL "THE SUMMIT-97" MEDIA FRANCHISE

PR by: Global Creative & Media Agency (GCMA)

Press Conference on 17 February 2022

Venue: Malaysia Tourism Centre (MaTiC)

Press Release distributed to Malaysia Press & Media

# Introduction

Local producers - **Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures)** held a celebration to commemorate the 25th anniversary of Malaysia's successful ascent to Mount Everest in 1997. In conjunction with this celebration, they launched an **RM150 million** media franchise under "**The SUMMIT-97**" campaign in the presence of **YB Senator Dato' Sri Ti Lian Ker**, Deputy Minister of Youth and Sports (KBS); **YBrs. Tuan Zakaria Abdul Hamid**, Chairman of National Film Development Corporation Malaysia (FINAS); and other government officials, including High Commissioners and Ambassadors from various countries.

Starting their operations some four years ago, Fullmoon Pictures was moved by the stories of the local climbers and is set to bring justice to their heroic journey through life-threatening weathers and terrains, in an effort to put Malaysia on the map. Despite their tremendous efforts, many are unaware of this historic event; even Wikipedia has yet to recognize it. Hence, Fullmoon Pictures is embarking on a mission to raise awareness on this matter and allow for yet another reason for the rakyat to be proud of its country.

As such, "The SUMMIT-97" campaign was established to enable viewers to grasp the challenges and struggles faced during the climb through the production of - animation films, documentaries, books, original soundtracks, feature films, behind the scenes footage, and game applications. RM100 million was allocated for the feature film itself, titled - **PEAK OF HEAVEN**, to bring in international celebrities such as - **A. R. Rahman, Guy Sebastian, Henry Golding, Phedon Papamichael**, and more, making it a world-class production that is suited to international audiences.

## Print Media

|          | PUBLICATION                    | TITLE                                                                               | CIRCULATION | READERSHIP | VALUE (RM) |
|----------|--------------------------------|-------------------------------------------------------------------------------------|-------------|------------|------------|
| 18-02-22 | Sin Chew Daily                 | THE SUMMIT-97 activities celebrate Malaysians who conquered Mt Everest              | 338,568     | 1,390,000  | 4,636      |
| 18-02-22 | China Press                    | `The SUMMIT-97` to cost RM150 million                                               | 210,053     | 1,072,000  | 7,456      |
| 21-02-22 | Berita Harian                  | RM100j filemkan kisah Everest                                                       | 90,969      | 1,491,000  | 16,391     |
| 22-02-22 | Borneo Post (Kuching) Malaysia | National climbers rejoice as success story of 1997 Everest expedition comes to life | 88,961      | 231,081    | 4,255      |
| 18-02-22 | Borneo Post (Kuching) Malaysia | `Peak of Heaven` to remind M'sians of `Malaysia Boleh` spirit                       | 88,961      | 231,081    | 2,516      |
| 19-02-22 | Kwong Wah Yit Poh              | RM150 mil production to commemorate Everest feat of 1997                            | 59,667      | 179,000    | 9,183      |
| 25-02-22 | Utusan Borneo Sarawak          | Filem`Peak Of Heaven` ingatkan rakyat Malaysia kepada semangat `Malaysia Boleh`     | 50,670      | 126,924    | 1,742      |
| 19-02-22 | New Straits Times              | `Peak of Heaven` portrays Malaysian Family spirit                                   | 44,090      | 261,000    | 2,163      |
| 19-02-22 | Makkal Osai                    | Story of heroes reached mount Everest will be published in media                    | 28,000      | 180,000    | 5,931      |

**TOTAL: RM 54,273**

## Broadcast Media

| DATE            | PUBLICATION | TITLE                                                                           | LINK                                                                                                  | VIEWERSHIP | VALUE (RM) |
|-----------------|-------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------|------------|
| <b>18-02-22</b> | Buletin TV3 | 25TH YEAR ANNIVERSARY OF MALAYSIAN EXPEDITION TO MT EVEREST '97                 | <a href="https://www.youtube.com/watch?v=3WGcVoRTtec">https://www.youtube.com/watch?v=3WGcVoRTtec</a> | 9,900,000  | 120,000    |
| <b>17-02-22</b> | Astro Awani | [LANGSUNG] Ulang tahun ke-25 Ekspedisi Malaysia ke Gunung Everest   17 Feb 2022 | <a href="https://www.youtube.com/watch?v=1v2yeYOeDc4">https://www.youtube.com/watch?v=1v2yeYOeDc4</a> | 5,320,000  | 60,000     |

**TOTAL: RM 180,000**

## Online Media

| DATE     | WEBSITE              | TITLE                                                                                                         | LINK                                                                                                                                                                                                                                                                                                                                                            | VIEWERSHIP | VISITORS  | VALUE (RM) |
|----------|----------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|------------|
| 21-02-22 | MSN                  | #Showbiz: Inspiring local Everest film to cost RM100mil                                                       | <a href="https://www.msn.com/en-my/entertainment/news/supernumbershowbiz-inspiring-local-everest-film-to-cost-rm100mil/ar-AAU7BQA?ocid=uxbndlbin">https://www.msn.com/en-my/entertainment/news/supernumbershowbiz-inspiring-local-everest-film-to-cost-rm100mil/ar-AAU7BQA?ocid=uxbndlbin</a>                                                                   | 2,044,749  | 6,134,247 | 490,000    |
| 17-02-22 | MSN                  | Kisah 10 pendaki negara ke puncak Gunung Everest diterbitkan                                                  | <a href="https://www.msn.com/en-my/news/berita/kisah-10-pendaki-negara-ke-puncak-gunung-everest-diterbitkan/ar-AATZgMX">https://www.msn.com/en-my/news/berita/kisah-10-pendaki-negara-ke-puncak-gunung-everest-diterbitkan/ar-AATZgMX</a>                                                                                                                       | 2,044,749  | 6,134,247 | 490,000    |
| 23-02-22 | MSN                  | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years | <a href="https://www.msn.com/en-my/lifestyle/other/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years">https://www.msn.com/en-my/lifestyle/other/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years</a>                                   | 2,044,749  | 6,134,247 | 490,000    |
| 21-02-22 | MSN                  | RM100 juta untuk filem Everest                                                                                | <a href="https://www.msn.com/en-my/news/berita/rm100-juta-untuk-filem-everest/ar-AAU7aRK">https://www.msn.com/en-my/news/berita/rm100-juta-untuk-filem-everest/ar-AAU7aRK</a>                                                                                                                                                                                   | 2,044,749  | 6,134,247 | 490,000    |
| 17-02-22 | Berita Harian Online | Kisah 10 pendaki negara ke puncak Gunung Everest diterbitkan                                                  | <a href="https://www.bharian.com.my/sukan/lain-lain/2022/02/923819/kisah-10-pendaki-negara-ke-puncak-gunung-everest-diterbitkan">https://www.bharian.com.my/sukan/lain-lain/2022/02/923819/kisah-10-pendaki-negara-ke-puncak-gunung-everest-diterbitkan</a>                                                                                                     | 2,008,137  | 6,024,412 | 490,000    |
| 21-02-22 | Berita Harian Online | RM100 juta untuk filem Everest                                                                                | <a href="https://www.bharian.com.my/hiburan/selebriti/2022/02/925203/rm100-juta-untuk-filem-everest">https://www.bharian.com.my/hiburan/selebriti/2022/02/925203/rm100-juta-untuk-filem-everest</a>                                                                                                                                                             | 2,008,137  | 6,024,412 | 490,000    |
| 17-02-22 | Sin Chew Daily       | “THE SUMMIT-”系列活动 纪念大马人登上珠峰                                                                                   | <a href="https://www.sinchew.com.my/20220217/the-summit-97%E7%B3%BB%E5%88%97%E6%B4%BB%E5%8A%A8-%E7%BA%AA%E5%BF%B5%E5%A4%A7%E9%A9%AC%E4%BA%BA%E7%99%BB%E4%B8%8A%E7%8F%A0%E5%B3%B0/">https://www.sinchew.com.my/20220217/the-summit-97%E7%B3%BB%E5%88%97%E6%B4%BB%E5%8A%A8-%E7%BA%AA%E5%BF%B5%E5%A4%A7%E9%A9%AC%E4%BA%BA%E7%99%BB%E4%B8%8A%E7%8F%A0%E5%B3%B0/</a> | 789,114    | 2,367,341 | 360,000    |

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|----------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------|
| 17-02-22 | China Press                   | 登珠峰25周年 斥1.5亿<br>搞纪念活动                                                                                                                                              | <a href="https://www.chinapress.com.my/20220217/%E7%99%BB%E7%8F%A0%E5%B3%B025%E5%91%A8%E5%B9%B4-%E6%96%A51-5%E4%BA%BF-%E6%90%9E%E7%BA%AA%E5%BF%B5%E6%B4%BB%E5%8A%A8/">https://www.chinapress.com.my/20220217/%E7%99%BB%E7%8F%A0%E5%B3%B025%E5%91%A8%E5%B9%B4-%E6%96%A51-5%E4%BA%BF-%E6%90%9E%E7%BA%AA%E5%BF%B5%E6%B4%BB%E5%8A%A8/</a>                                                                                                                                         | 749,885 | 2,249,656 | 360,000 |
| 23-02-22 | Astro Ulagam                  | Malaysia's 1997 Everest Expedition Team to Get Own Media Franchise                                                                                                  | <a href="https://astroulagam.com.my/lifestyle/malaysias-1997-everest-expedition-team-get-own-media-franchise-237622">https://astroulagam.com.my/lifestyle/malaysias-1997-everest-expedition-team-get-own-media-franchise-237622</a>                                                                                                                                                                                                                                           | 648,575 | 1,945,726 | 360,000 |
| 17-02-22 | The Star Online               | 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister                                                                      | <a href="https://www.thestar.com.my/news/nation/2022/02/17/039peak-of-heaven039-movie-reminds-m039sians-of-039malaysia-boleh039-spirit-says-deputy-sports-minister">https://www.thestar.com.my/news/nation/2022/02/17/039peak-of-heaven039-movie-reminds-m039sians-of-039malaysia-boleh039-spirit-says-deputy-sports-minister</a>                                                                                                                                             | 513,207 | 1,539,622 | 360,000 |
| 17-02-22 | Kwong Wah Yit Poh             | 大马代表登珠穆朗玛峰<br>25周年 电影公司制作<br>“珠峰 97”宣传创举                                                                                                                            | <a href="https://www.kwongwah.com.my/20220217/%E5%A4%A7%E9%A9%AC%E4%B8%A3%E8%A1%A8%E7%99%BB%E7%8F%A0%E7%A9%86%E6%9C%97%E7%8E%9B%E5%B3%B025%E5%91%A8%E5%B9%B4-%E7%94%B5%E5%BD%B1%E5%85%AC%E5%8F%B8%E5%88%B6%E4%BD%9C%E7%8F%A0%E5%B3%B097/">https://www.kwongwah.com.my/20220217/%E5%A4%A7%E9%A9%AC%E4%B8%A3%E8%A1%A8%E7%99%BB%E7%8F%A0%E7%A9%86%E6%9C%97%E7%8E%9B%E5%B3%B025%E5%91%A8%E5%B9%B4-%E7%94%B5%E5%BD%B1%E5%85%AC%E5%8F%B8%E5%88%B6%E4%BD%9C%E7%8F%A0%E5%B3%B097/</a> | 466,577 | 1,399,732 | 200,000 |
| 21-02-22 | NST Online                    | #Showbiz: Inspiring local Everest film to cost RM100mil                                                                                                             | <a href="https://www.nst.com.my/lifestyle/groove/2022/02/773358/showbiz-inspiring-local-everest-film-cost-rm100mil">https://www.nst.com.my/lifestyle/groove/2022/02/773358/showbiz-inspiring-local-everest-film-cost-rm100mil</a>                                                                                                                                                                                                                                             | 411,020 | 1,233,059 | 200,000 |
| 21-02-22 | Fly FM                        | #Showbiz: Inspiring local Everest film to cost RM100mil                                                                                                             | <a href="https://www.flyfm.audio/showbiz-inspiring-local-everest-film-to-cost-rm100mil/">https://www.flyfm.audio/showbiz-inspiring-local-everest-film-to-cost-rm100mil/</a>                                                                                                                                                                                                                                                                                                   | 335,174 | 1,005,522 | 200,000 |
| 17-02-22 | Bernama (General News ENG)    | 'Peak of Heaven' to remind Malaysians of 'Malaysia Boleh' Spirit                                                                                                    | <a href="https://www.bernama.com/en/news.php?id=2053181">https://www.bernama.com/en/news.php?id=2053181</a>                                                                                                                                                                                                                                                                                                                                                                   | 273,777 | 821,330   | 200,000 |
| 17-02-22 | Bernama (General News BM)     | Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'                                                                                    | <a href="https://www.bernama.com/bm/news.php?id=2053185">https://www.bernama.com/bm/news.php?id=2053185</a>                                                                                                                                                                                                                                                                                                                                                                   | 273,777 | 821,330   | 200,000 |
| 17-02-22 | Bernama (Exclusive Press ENG) | Senator Dato' Sri Ti Lian Ker Embraces 25th Anniversary Of The Malaysian Expedition To Mt Everest 1997 & Launching Of The RM150 Mil "The Summit-97" Media Franchise | <a href="https://www.bernama.com/en/press/news.php?id=2053025">https://www.bernama.com/en/press/news.php?id=2053025</a>                                                                                                                                                                                                                                                                                                                                                       | 273,777 | 821,330   | 200,000 |

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|----------|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|---------|
| 17-02-22 | Bernama<br>(Exclusive Press BM)  | Senator Dato' Sri Ti Lian<br>Ker Meraikan Majlis Sambutan Ulangtahun Ke25 Ekspidisi Gunung Everest 1997 & Melancarkan Francais Media 'The Summit-97' Bernilai RM150 Juta | <a href="https://www.bernama.com/bm/press/news.php?id=2053029">https://www.bernama.com/bm/press/news.php?id=2053029</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 273,777 | 821,330 | 200,000 |
| 17-02-22 | Bernama<br>(Exclusive Press CHI) | 拿督斯里郑联科上议员出席1997年马来西亚珠峰攻顶团25周年纪念以及耗资1亿5千万令吉的"The SUMMIT-97" 跨媒体制作推介礼                                                                                                     | <a href="https://www.bernama.com/man/news.php?id=2053049">https://www.bernama.com/man/news.php?id=2053049</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 273,777 | 821,330 | 200,000 |
| 21-02-22 | Malay Mail                       | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years                                                            | <a href="https://www.malaymail.com/news/life/2022/02/21/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedit/2042903">https://www.malaymail.com/news/life/2022/02/21/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedit/2042903</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 201,822 | 605,465 | 200,000 |
| 21-02-22 | Suara.TV                         | RM100 juta untuk filem Everest                                                                                                                                           | <a href="https://suara.tv/21/02/2022/rm100-juta-untuk-filem-everest/">https://suara.tv/21/02/2022/rm100-juta-untuk-filem-everest/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 165,524 | 496,573 | 200,000 |
| 24-02-22 | Cinema Online                    | 25th year of Everest Conquest commemorated with RM150 million media franchise launch                                                                                     | <a href="https://www.cinema.com.my/articles/news_details.aspx?search=2022.n_everestclimbersget_61534">https://www.cinema.com.my/articles/news_details.aspx?search=2022.n_everestclimbersget_61534</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 117,544 | 352,631 | 200,000 |
| 21-02-22 | Yahoo News Malaysia              | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years                                                            | <a href="https://malaysia.news.yahoo.com/national-climbers-rejoice-success-story-064141553.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xllmNvbS8&amp;guce_referrer_sig=AQAAAKdnOcTyxkgJQyi sv9O-J5QH2ufWUkALK99ZHka2J la8kslKrQ0hwDAKAPry0-5SCom_HKtiFFVUQcLRnOE wpeb4dCNUbt_mV1k3Obx BOqyCJdUPOP2GMtCpNsx X3-1d3fhCx9f3GPCudKfcduD8 QvGt44-SZl33Q-pU3-MWi1CW">https://malaysia.news.yahoo.com/national-climbers-rejoice-success-story-064141553.html?guccounter=1&amp;guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xllmNvbS8&amp;guce_referrer_sig=AQAAAKdnOcTyxkgJQyi sv9O-J5QH2ufWUkALK99ZHka2J la8kslKrQ0hwDAKAPry0-5SCom_HKtiFFVUQcLRnOE wpeb4dCNUbt_mV1k3Obx BOqyCJdUPOP2GMtCpNsx X3-1d3fhCx9f3GPCudKfcduD8 QvGt44-SZl33Q-pU3-MWi1CW</a> | 83,828  | 251,483 | 150,000 |
| 21-02-22 | Borneo Post Online               | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years                                                            | <a href="https://www.theborneopost.com/2022/02/21/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years/">https://www.theborneopost.com/2022/02/21/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years/</a>                                                                                                                                                                                                                                                                                                                                                                                                                       | 66,051  | 198,154 | 150,000 |

|                 |                                                           |                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                               |        |         |        |
|-----------------|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------|--------|
| <b>21-02-22</b> | Ministry of Communications and Multimedia Malaysia (KKMM) | Inspiring Local Everest Film To Cost RM100mil                                                                                                                          | <a href="https://www.kkmm.gov.my/en/public/news/21443-inspiring-local-everest-film-to-cost-rm100mil">https://www.kkmm.gov.my/en/public/news/21443-inspiring-local-everest-film-to-cost-rm100mil</a>                                                                                                           | 45,167 | 135,502 | 80,000 |
| <b>24-02-22</b> | The Hive Asia                                             | 25th year of Everest Conquest commemorated with RM150 million media franchise launch                                                                                   | <a href="https://www.thehive.asia/2022/02/25th-year-of-everest-conquest-commemorated-with-rm150-million-media-franchise-launch.html">https://www.thehive.asia/2022/02/25th-year-of-everest-conquest-commemorated-with-rm150-million-media-franchise-launch.html</a>                                           | 42,137 | 126,410 | 80,000 |
| <b>27-02-22</b> | WN.com - World News                                       | Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'                                                                                       | <a href="https://article.wn.com/view/2022/02/17/Filem_Peak_of_Heaven_ingatkan_rakyat_Malaysia_kepada_semangat_Malaysia_Boleh/">https://article.wn.com/view/2022/02/17/Filem_Peak_of_Heaven_ingatkan_rakyat_Malaysia_kepada_semangat_Malaysia_Boleh/</a>                                                       | 41,955 | 125,865 | 80,000 |
| <b>17-02-22</b> | WN.com - World News                                       | 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister                                                                         | <a href="https://article.wn.com/view/2022/02/17/Peak_of_Heaven_movie_reminds_M'sians_of_Malaysia_Boleh_spirit/">https://article.wn.com/view/2022/02/17/Peak_of_Heaven_movie_reminds_M'sians_of_Malaysia_Boleh_spirit/</a>                                                                                     | 41,955 | 125,865 | 80,000 |
| <b>18-02-22</b> | WN.com - World News                                       | Senator Dato' Sri Ti Lian Ker Embraces 25th Anniversary Of The Malaysian Expedition To Mt ...                                                                          | <a href="https://article.wn.com/view/2022/02/18/Senator_Dato_Sri_Ti_Lian_Ker_Embraces_25th_Anniversary_Of_The_Malaysian_Expedition_To_Mt_...">https://article.wn.com/view/2022/02/18/Senator_Dato_Sri_Ti_Lian_Ker_Embraces_25th_Anniversary_Of_The_Malaysian_Expedition_To_Mt_...</a>                         | 41,955 | 125,865 | 80,000 |
| <b>17-02-22</b> | WN.com - World News                                       | Senator Dato' Sri Ti Lian Ker Meraikan Majlis Sambutan Ulangtahun Ke-25 Ekspidisi Gunung Everest 1997 ...                                                              | <a href="https://article.wn.com/view/2022/02/17/Senator_Dato_Sri_Ti_Lian_Ker_Meraikan_Majlis_Sambutan_Ulangtahun_Ke-25_Ekspidisi_Gunung_Everest_1997_...">https://article.wn.com/view/2022/02/17/Senator_Dato_Sri_Ti_Lian_Ker_Meraikan_Majlis_Sambutan_Ulangtahun_Ke-25_Ekspidisi_Gunung_Everest_1997_...</a> | 41,955 | 125,865 | 80,000 |
| <b>18-02-22</b> | WN.com - World News                                       | 'Peak of Heaven' to remind Malaysians of 'Malaysia Boleh' spirit                                                                                                       | <a href="https://article.wn.com/view/2022/02/18/Peak_of_Heaven_to_remind_Malaysians_of_Malaysia_Boleh_spirit/">https://article.wn.com/view/2022/02/18/Peak_of_Heaven_to_remind_Malaysians_of_Malaysia_Boleh_spirit/</a>                                                                                       | 41,955 | 125,865 | 80,000 |
| <b>24-02-22</b> | Varnam MY                                                 | Datuk M. Magendran Among National Climbers To Receive Media Franchise After 25 Years                                                                                   | <a href="https://varnam.my/community/2022/53481/datuk-m-magendran-among-the-national-climbers-to-receive-media-franchise-after-25-years/">https://varnam.my/community/2022/53481/datuk-m-magendran-among-the-national-climbers-to-receive-media-franchise-after-25-years/</a>                                 | 17,632 | 52,896  | 35,000 |
| <b>19-02-22</b> | Ewanatv Network                                           | Senator Dato' Sri Ti Lian Ker Meraikan Majlis Sambutan Ulangtahun Ke-25 Ekspidisi Gunung Everest 1997 & Melancarkan Francais Media "The Summit-97" Bernilai RM150 Juta | <a href="https://www.facebook.com/watch/?v=495681162163620&amp;extid=NS-UNK-UNK-UNK-IOS_GK0T-GK1C&amp;ref=sharing">https://www.facebook.com/watch/?v=495681162163620&amp;extid=NS-UNK-UNK-UNK-IOS_GK0T-GK1C&amp;ref=sharing</a>                                                                               | 12,533 | 37,599  | 35,000 |
| <b>17-02-22</b> | We Are United                                             | 大马代表登珠穆朗玛峰25周年 电影公司制作“珠峰97”宣传创举                                                                                                                                        | <a href="https://weareunited.com.my/11765127/">https://weareunited.com.my/11765127/</a>                                                                                                                                                                                                                       | 10,355 | 31,065  | 35,000 |
| <b>17-02-22</b> | Selebriti Online                                          | Francais Media 'THE SUMMIT-97' Bernilai RM150 Juta Dilancarkan                                                                                                         | <a href="https://selebriionline.com/francais-media-the-">https://selebriionline.com/francais-media-the-</a>                                                                                                                                                                                                   | 9,681  | 29,043  | 15,000 |

|                 |                        |                                                                                                                                 |                                                                                                                                                                                                                                                                               |        |        |        |
|-----------------|------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|
|                 |                        |                                                                                                                                 | <a href="#">summit-97-bernilai-rm150-juta-dilancarkan/</a>                                                                                                                                                                                                                    |        |        |        |
| <b>21-02-22</b> | Hot FM                 | RM100 juta untuk filem Everest                                                                                                  | <a href="https://www.hotfm.audio/rm100-juta-untuk-filem-everest/">https://www.hotfm.audio/rm100-juta-untuk-filem-everest/</a>                                                                                                                                                 | 7,117  | 21,350 | 15,000 |
| <b>17-02-22</b> | Sunshine Kelly         | THE SUMMIT-97 Launch & 25th Anniversary of Malaysian Expedition to Mt Everest 1997                                              | <a href="https://www.sunshinekelly.com/2022/02/the-summit-97-malaysian-expedition-mt-everest-1997.html">https://www.sunshinekelly.com/2022/02/the-summit-97-malaysian-expedition-mt-everest-1997.html</a>                                                                     | 7, 321 | 21,964 | 15,000 |
| <b>17-02-22</b> | Malaysia Sejahtera     | Am : Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'                                           | <a href="https://news.malysiajsejahtera.com/2022/02/am-filem-peak-of-heaven-ingatkan-rakyat.html">https://news.malysiajsejahtera.com/2022/02/am-filem-peak-of-heaven-ingatkan-rakyat.html</a>                                                                                 | 5,720  | 17,161 | 15,000 |
| <b>17-02-22</b> | UTVMEDIA               | LIVE Sambutan ulangtahun ke-25 Ekspidisi Gunung Everest &...                                                                    | <a href="https://fb.watch/bdk9YgywyC/">https://fb.watch/bdk9YgywyC/</a>                                                                                                                                                                                                       | 5,608  | 16,824 | 15,000 |
| <b>18-02-22</b> | Asia News Today        | Embraces 25th Anniversary Of The Malaysian Expedition To Mt Everest 1997                                                        | <a href="https://asianewstoday.com/embraces-25th-anniversary-of-the-malaysian-expedition-to-mt-everest-1997/">https://asianewstoday.com/embraces-25th-anniversary-of-the-malaysian-expedition-to-mt-everest-1997/</a>                                                         | 5,123  | 15,368 | 15,000 |
| <b>18-02-22</b> | Getaran                | Filem 'Peak Of Heaven' Ingatkan Rakyat Malaysia Semangat 'Malaysia Boleh'                                                       | <a href="https://www.getaran.my/artikel/filem-tv/19397/filem-peak-of-heaven-ingatkan-rakyat-malaysia-kepada-semangat-malaysia-boleh">https://www.getaran.my/artikel/filem-tv/19397/filem-peak-of-heaven-ingatkan-rakyat-malaysia-kepada-semangat-malaysia-boleh</a>           | 4,470  | 13,411 | 6,000  |
| <b>21-02-22</b> | Molek FM               | RM100 juta untuk filem Everest                                                                                                  | <a href="https://www.molekfm.audio/rm100-juta-untuk-filem-everest/">https://www.molekfm.audio/rm100-juta-untuk-filem-everest/</a>                                                                                                                                             | 2,747  | 8,240  | 6,000  |
| <b>28-02-22</b> | Nurul Zayani           | Peak Of Heaven - Filem Pertama Ekspedisi Gunung Everest 1997                                                                    | <a href="https://www.nurulzayani.com/2022/02/peak-of-heaven-filem-ekspedisi-gunung-everest.html">https://www.nurulzayani.com/2022/02/peak-of-heaven-filem-ekspedisi-gunung-everest.html</a>                                                                                   | 2,277  | 6,830  | 6,000  |
| <b>28-02-22</b> | Keunggulan Wanita      | MAJLIS SAMBUTAN ULANGTAHUN KE-25 EKSPIDISI GUNUNG EVEREST 1997 & MELANCARKAN FRANCAIS MEDIA 'THE SUMMIT-97' BERNILAI RM150 JUTA | <a href="https://www.keunggulananita.com/2022/02/majlis-sambutan-ulangtahun-ke-25.html">https://www.keunggulananita.com/2022/02/majlis-sambutan-ulangtahun-ke-25.html</a>                                                                                                     | 1,560  | 4,679  | 6,000  |
| <b>18-02-22</b> | Inspirasi Media Online | "THE SUMMIT-97" PAPAR PAHIT GETIR PENDAKI MALAYSIA DALAM MENAWAN PUNCAK EVEREST                                                 | <a href="https://inspirasiimediaonline.com/2022/02/19/the-summit-97-papar-pahit-getir-pendaki-malaysia-dalam-menawan-puncak-everest/amp/">https://inspirasiimediaonline.com/2022/02/19/the-summit-97-papar-pahit-getir-pendaki-malaysia-dalam-menawan-puncak-everest/amp/</a> | 1,412  | 4,236  | 6,000  |
| <b>18-02-22</b> | Dboy Studio            | MERAIKAN MAJLIS SAMBUTAN ULANGTAHUN KE-25 EKSPIDISI GUNUNG EVEREST 1997 & MELANCARKAN                                           | <a href="https://www.dboystudiom.com/2022/02/meraikan-majlis-sambutan-ulangtahun-ke.html">https://www.dboystudiom.com/2022/02/meraikan-majlis-sambutan-ulangtahun-ke.html</a>                                                                                                 | 1,120  | 3,361  | 6,000  |

|          |                    |                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                             |       |       |       |
|----------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|-------|
|          |                    | FRANCAIS MEDIA 'THE SUMMIT-97' BERNILAI RM150 JUTA                                                                                                                     |                                                                                                                                                                                                                                                                                                             |       |       |       |
| 17-02-22 | Megatz Review      | Senator Dato' Sri Ti Lian Ker Meraikan Majlis Sambutan Ulangtahun Ke-25 Ekspidisi Gunung Everest 1997 & Melancarkan Francais Media "The Summit-97" Bernilai RM150 Juta | <a href="https://m3g4tzreview.blogspot.com/2022/02/senator-dato-sri-ti-lian-ker-meraikan.html">https://m3g4tzreview.blogspot.com/2022/02/senator-dato-sri-ti-lian-ker-meraikan.html</a>                                                                                                                     | 1,063 | 3,188 | 6,000 |
| 17-02-22 | mywinet.com        | 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister                                                                         | <a href="https://mywinet.com/peak-of-heaven-movie-reminds-msians-of-malaysia-boleh-spirit-says-deputy-sports-minister/">https://mywinet.com/peak-of-heaven-movie-reminds-msians-of-malaysia-boleh-spirit-says-deputy-sports-minister/</a>                                                                   | 832   | 2,497 | 6,000 |
| 18-02-22 | Cari Gold          | THE SUMMIT-97 Papar Kisah Pendaki Negara Ke Puncak Everest                                                                                                             | <a href="https://carigold.com/forum/threads/the-summit-97-papar-kisah-pendaki-negara-ke-puncak-everest.741207/">https://carigold.com/forum/threads/the-summit-97-papar-kisah-pendaki-negara-ke-puncak-everest.741207/</a>                                                                                   | 830   | 2,492 | 6,000 |
| 21-02-22 | The World News     | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years                                                          | <a href="https://theworldnews.net/my-news/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years">https://theworldnews.net/my-news/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years</a> | 768   | 2,305 | 6,000 |
| 28-02-22 | Nokomen            | Filem 'Peak of Heaven', Kisah Ekspidisi Gunung Everest 1997 Malaysia                                                                                                   | <a href="https://nokomen.com/filem-peak-of-heaven-kisah-ekspidisi-gunung-everest-1997-malaysia/">https://nokomen.com/filem-peak-of-heaven-kisah-ekspidisi-gunung-everest-1997-malaysia/</a>                                                                                                                 | 688   | 2,064 | 6,000 |
| 17-02-22 | Asia Journal       | 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister                                                                         | <a href="http://www.usasiajournal.com/1232560/">http://www.usasiajournal.com/1232560/</a>                                                                                                                                                                                                                   | 511   | 1,533 | 6,000 |
| 21-02-22 | Malaysia Journal   | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years                                                          | <a href="https://malaysiajournal.com/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years/">https://malaysiajournal.com/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years/</a>         | 450   | 1,350 | 6,000 |
| 21-02-22 | Asia News Day      | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years                                                          | <a href="https://www.asianewsdaily.com/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years/">https://www.asianewsdaily.com/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years/</a>     | 407   | 1,221 | 6,000 |
| 19-02-22 | Jaringan Anak Muda | Fullmoon Pictures raikan wira-wira Everest 1997: Pengalaman pendaki Everest Malaysia bakal difilemkan                                                                  | <a href="https://jaringananakmuda.blogspot.com/2022/02/fullmoon-pictures-raikan-wira-wira.html">https://jaringananakmuda.blogspot.com/2022/02/fullmoon-pictures-raikan-wira-wira.html</a>                                                                                                                   | 334   | 1,003 | 6,000 |

|                 |                      |                                                                                                                            |                                                                                                                                                                                                                                                                                                                       |     |       |       |
|-----------------|----------------------|----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|-------|
| <b>23-02-22</b> | Destina Asia         | Fullmoon Pictures melancarkan francais media 'THE SUMMIT-97' bernilai RM150 juta                                           | <a href="https://destina.my/fullmoon-pictures-melancarkan-francais-media-the-summit-97-bernilai-rm150-juta/">https://destina.my/fullmoon-pictures-melancarkan-francais-media-the-summit-97-bernilai-rm150-juta/</a>                                                                                                   | 333 | 1,000 | 6,000 |
| <b>21-02-22</b> | News Explorer        | Inspiring local Everest film to cost RM100mil                                                                              | <a href="https://newsexplorer.net/inspiring-local-everest-film-to-cost-rm100mil-s959593.html#">https://newsexplorer.net/inspiring-local-everest-film-to-cost-rm100mil-s959593.html#</a>                                                                                                                               | 333 | 1,000 | 6,000 |
| <b>21-02-22</b> | VN Explorer          | Inspiring local Everest film to cost RM100mil                                                                              | <a href="https://vnexplorer.net/inspiring-local-everest-film-to-cost-rm100mil-s371996.html">https://vnexplorer.net/inspiring-local-everest-film-to-cost-rm100mil-s371996.html</a>                                                                                                                                     | 333 | 1,000 | 6,000 |
| <b>21-02-22</b> | VN Explorer          | RM100 juta untuk filem Everest                                                                                             | <a href="https://vnexplorer.net/rm100-juta-untuk-filem-everest-en20225117087.html">https://vnexplorer.net/rm100-juta-untuk-filem-everest-en20225117087.html</a>                                                                                                                                                       | 333 | 1,000 | 6,000 |
| <b>21-02-22</b> | VN Explorer          | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years              | <a href="https://vnexplorer.net/?#national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years-s368382.html">https://vnexplorer.net/?#national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-25-years-s368382.html</a> | 333 | 1,000 | 6,000 |
| <b>18-02-22</b> | Kuala Lumpur Press   | 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister                             | <a href="https://www.kulpr.com/instant/peak-of-heaven-movie-reminds-msians-of-malaysia-boleh-spirit-says-deputy-sports-minister/">https://www.kulpr.com/instant/peak-of-heaven-movie-reminds-msians-of-malaysia-boleh-spirit-says-deputy-sports-minister/</a>                                                         | 333 | 1,000 | 6,000 |
| <b>17-02-22</b> | Press Malaysia       | 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister                             | <a href="https://www.pressmalaysia.com/?s=peak+of+heaven">https://www.pressmalaysia.com/?s=peak+of+heaven</a>                                                                                                                                                                                                         | 333 | 1,000 | 6,000 |
| <b>21-02-22</b> | The Malaysia Life    | Selepas 25 tahun, RM100 juta kos angkat kejayaan Malaysia tawan Everest!                                                   | <a href="https://themalaysialife.com/selepas-25-tahun-rm100-juta-kos-angkat-kejayaan-malaysia-tawan-everest/">https://themalaysialife.com/selepas-25-tahun-rm100-juta-kos-angkat-kejayaan-malaysia-tawan-everest/</a>                                                                                                 | 333 | 999   | 6,000 |
| <b>19-02-22</b> | Kak Fas Online       | 'PEAK OF HEAVEN' TAMPIL KISAH MENAWAN GUNUNG EVEREST                                                                       | <a href="https://www.farizasaidin.com/2022/02/peak-of-heaven-tampil-kisah-kejayaan.html">https://www.farizasaidin.com/2022/02/peak-of-heaven-tampil-kisah-kejayaan.html</a>                                                                                                                                           | 330 | 991   | 6,000 |
| <b>17-02-22</b> | Malaysian Daily News | Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'                                           | <a href="https://malaysiandailynews.com/filem-peak-of-heaven-ingatkan-rakyat-malaysia-kepada-semangat-malaysia-boleh/">https://malaysiandailynews.com/filem-peak-of-heaven-ingatkan-rakyat-malaysia-kepada-semangat-malaysia-boleh/</a>                                                                               | 326 | 979   | 6,000 |
| <b>21-02-22</b> | Head Topics          | National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years   Malay Mail | <a href="https://headtopics.com/my/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-24233898">https://headtopics.com/my/national-climbers-rejoice-as-success-story-of-1997-malaysia-everest-expedition-to-come-to-life-after-24233898</a>                         | 301 | 902   | 6,000 |
| <b>17-02-22</b> | Head Topics          | 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says                                                    | <a href="https://headtopics.com/my/peak-of-heaven-movie-reminds-m-sians-of-malaysia-boleh-spirit-says-">https://headtopics.com/my/peak-of-heaven-movie-reminds-m-sians-of-malaysia-boleh-spirit-says-</a>                                                                                                             | 301 | 902   | 6,000 |

|                 |                        |                                                                                                                                                                          |                                                                                                                                                                                                     |     |     |       |
|-----------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-------|
|                 |                        | says Deputy Sports Minister                                                                                                                                              | <a href="#">deputy-sports-minister-24158923</a>                                                                                                                                                     |     |     |       |
| <b>17-02-22</b> | Nam News Network (NNN) | Senator Dato' Sri Ti Lian Ker Embraces 25th Anniversary Of The Malaysian Expedition To Mt Everest 1997 & Launching Of The RM150 Mil "The Summit-97" Media Franchise      | <a href="http://www.namnewsnet.work.org/?p=164338">http://www.namnewsnet.work.org/?p=164338</a>                                                                                                     | 300 | 900 | 6,000 |
| <b>17-02-22</b> | Adewira Perkasa        | SENATOR DATO' SRI TI LIAN KER MERAIKAN MAJLIS SAMBUTAN ULANGTAHUN KE-25 EKSPIDISI GUNUNG EVEREST 1997 & MELANCARKAN FRANCAIS MEDIA ' THE SUMMIT 97 " BERNILAI RM150 JUTA | <a href="https://adewiraperkasa.blogspot.com/2022/02/senator-dato-sri-ti-lian-ker-meraikan.html?m=1">https://adewiraperkasa.blogspot.com/2022/02/senator-dato-sri-ti-lian-ker-meraikan.html?m=1</a> | 277 | 832 | 6,000 |

**TOTAL: RM 7,809,000**



## “THE SUMMIT-97”系列活動 紀念大馬人登上珠峰

郑联科（左一）在推介礼后与当年成功登顶珠峰的6名大马英雄——右起博汉依布拉欣、扎西迪派曼、马根德兰、锺庆华、埃米再尼和莫汉达斯合影留念。（辛炳耀摄）

（吉隆坡17日讯）配合马来西亚代表团在1997年成功登上全球最高峰——珠穆朗玛峰满25周年，本地电影制作公司Fullmoon Pictures推出了耗资1亿5000万令吉、名为“THE SUMMIT-97”的跨媒体制作系列活动，以唤起国人对此壮举的认知和醒觉，让人民更有理由为自己的国家感到骄傲。

“THE SUMMIT-97”（珠峰97）跨媒体制作的系列活动，为通过动画片、纪录片、书本、原声带、剧情长片、幕后花絮以及游戏应用程序等，让观众深刻了解当年执行该项攀峰行动中，所面对的难题与挣扎。

### 郑联科：将登顶精神生活中实践

青年及体育部副部长拿督斯里郑联科表示，Fullmoon Pictures通过这项计划所要表达的价值观念，不仅是受用于运动员，更是让每一个人都可以运用在他们日常生活里，更是值得让大马人引以为豪的事迹。

“Fullmoon Picture趁着这项纪念活动推出这一系列跨媒体制作计划，让人民记得当年这些曾登顶珠峰的英雄，展现大马人也能

做到的精神。”

他今天下午在马来西亚旅游中心（MaTiC）举行的1997年马来西亚珠峰登顶25周年纪念活动，以及耗资1亿5000万令吉的“THE SUMMIT-97”跨媒体制作推介礼上致辞时，这么表示。

另一方面，Fullmoon Pictures联合创办人兼董事经理依扎哈金表示，只有少数人能够理解为了登顶珠峰而进行的整个训练过程、耗费的成本、心理准备及整个旅程所涉及的配合度必须有多高，因此才促使他们萌生落实这项跨媒体制作的计划。

国家电影发展局（FINAS）主席查卡利亚则表示，Fullmoon Pictures传达了一个重要的信息，即时刻谨守争取国际性成就的思维，并永远都不迷失目标。

出席当天活动的嘉宾，尚有Fullmoon Picture创办人兼总执行长沙迪什、总法律顾问迪尼斯穆塔尔，以及1997年成功登顶珠峰的其中6名大马代表团成员，分别为马根德兰、拿督莫汉达斯、锺庆华、埃米再尼、博汉依布拉欣和扎西迪派曼。



■扎卡里亚（左4）、郑联科（左6）、Fullmoon Picture的沙迪什（右6）、伊查（左5）和迪尼斯穆塔（左3）等人，为《珠峰97活动》进行推介礼。

## 紀念大馬登珠峰25週年 《The SUMMIT-97》耗資1.5億

（吉隆坡17日讯）配合电影纪念马来西亚在1997年成功登上珠穆朗玛峰25周年，本地电影制作公司Fullmoon Picture推出名为《The SUMMIT-97》一系列活动，耗资约1亿5000万令吉。

青体部副部长拿督斯里郑联科今日在旅游中心为这项活动进行推介礼，出席活动者包括Fullmoon Picture创办人兼总执行长沙迪

什、董事经理依查，法律事务主管迪尼斯穆塔、大马国家电影发展局（FINAS）主席扎卡里亚、还有当年代表大马成功登顶的其中6名成员拿督马根德兰、拿督莫汉达斯、周庆华、埃米再尼、博汉依布拉欣，和扎西迪派曼。

在Fullmoon Picture的《珠峰97》推广计划中，通过动画片、纪录片、书本、原声带、剧情长片、

幕后花絮和游戏应用程序等，让观众了解该项攀峰行动，所面对的难题与挣扎。

迪尼斯穆塔在活动中指出，在科技上不发达的1997年，那时候有一批大马人，成功向珠穆朗玛峰发起挑战并登顶；25年后，人民知道大马曾有人登顶该山峰，但却不知道谁是代表。

因此，这项活动也是为了纪念这些英雄成功登顶的25周年。他透露这次活动也邀请多名曾参与该计划的大马人，可惜联系不上当年唯一的女子代表张丽丽（Teh Lee Lee）。

**鄭聯科** 郑联科表示，这批英雄曾在1997年爬上珠穆朗玛峰，加上当年的设备和设施有限，极具挑战；如今Fullmoon Picture趁著这项纪念活动做出一系列计划，让人们记得当年登顶珠峰的英雄，展现大马人也能做到的精神。

**電影明年上映** 整个珠峰97的活动上将耗资约1亿5000万令吉，其中一部名为《Peak of Heaven》的电影将在明年上映，该电影也讲融入新的stagecraft技术，以实时方式为珠峰重新塑造一个超写实注意的氛围；该技术也让这部电影产生高度感染力，为东南亚整个娱乐圈树立典范，预计在这部电影拍摄完后，有望打破5项健力士世界纪录。

**展現大馬精神**

此活动由马来西亚旅游中心（MATIC）协办，它也是活动场地指定赞助单位。欲知更多详情，请浏览网站 <https://www.fullmoonpic.com/>。



■马根德兰和博汉依布拉欣、郑联科（左2）与97年登顶珠穆朗玛峰的英雄们合照：左起扎西迪派曼、拿督莫汉达斯、埃米再尼、周庆华、拿督马根德兰和博汉依布拉欣。

# RM100j filemkan kisah Everest

Peak of Heaven bakal jadi filem termahal dalam sejarah perfileman negara

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Kejayaan rakyat Malaysia menawan puncak tertinggi dunia, Gunung Everest, 25 tahun lalu memberi inspirasi kepada sebuah syarikat produksi tempatan, Fullmoon Pictures (M) Sdn Bhd memindahkan lakaran sejarah itu ke layar perak.

Lebih membanggakan, naskhah berjudul *Peak of Heaven* itu bakal menjadi filem termahal dalam sejarah perfileman negara dengan kos penerbitan mencecah RM100 juta.

Pengasas Bersama dan Pengarah Urusan Fullmoon Pictures, Izzat Hazim berkata, sebagai projek yang misinya adalah meletakkan filem Malaysia di mata dunia, bajet besar amat diperlukan.

Semuanya bagi menampung tenaga kerja pakar dari luar negara serta teknologi terkini pembikinan filem.

"Pada 25 tahun lalu, melalui Ekspedisi Gunung Everest pada 1997, 10 pendaki terpilih menempuh cabaran dan bertarung nyawa menawan gunung tertinggi dunia.



Timbalan Menteri Belia dan Sukan, Datuk Seri Ti Lian Ker (empat dari kanan) bergambar bersama pendaki Gunung Everest pada majlis sambutan ulang tahun ke-25 Ekspedisi Gunung Everest 1997 di MATIC, Kuala Lumpur, baru-baru ini. (Foto BERNAMA)

"Selepas lebih dua dekad sejarah itu dilakar, tidak banyak kisah mereka diceritakan. Kami hanya memahami pahit getir pendaki ketika mengkaji mengenai kisah berkenaan. Ini termasuk proses temu bual, artikel dan dokumentari.

"Bagi memastikan nama wira yang tidak didendang ini terus mekar dalam lipatan sejarah negara, kami ambil inisiatif menghasilkan filem berkisar pengalaman mereka dalam ekspedisi itu.

"Filem ini menelan belanja kira-kira RM100 juta kerana kita akan menggunakan teknik rakaman *stage craft* (*The Volume*) yang banyak digunakan dalam filem

terbitan Amerika Syarikat (AS) dan Eropah.

"Teknologi ini sahaja menelan belanja sebanyak RM45 juta kerana kecanggihannya lebih hebat dari penggunaan teknik imej janaan berkomputer (CGI)," katanya kepada *IIIIP*.

Izzat menambah biarpun bajet diperlukan RM100 juta, namun, ia boleh dianggap sedikit berbanding filem genre sama yang pernah diterbitkan.

"Pada 2015, Hollywood pernah menerbitkan sebuah filem berjudul *Everest* dengan kos bernilai RM250 juta.

"Pada kos RM100 juta yang akan dilaburkan, filem *Peak Of*

*Heaven* masih dianggap sedikit untuk sebuah filem bertaraf mega," katanya ketika ditemui pada majlis pelancaran francais media yang dikenali sebagai The Summit-97 di Pusat Pelancongan Malaysia (MATIC) di ibu negara, baru-baru ini.

Sejajar kos yang diperuntukkan, Izzat memberitahu, mereka sudah membayangkan siapa pelakon dan tenaga produksi antarabangsa impian yang akan bekerjasama dalam projek itu.

"Memandangkan misi kami adalah untuk menayangkan filem ini di peringkat global, khidmat pelakon terkenal amatlah diperlukan.

## Info

- Enam pendaki negara yang mencipta rekod mendaki puncak Everest pada 1997 adalah Datuk M Hagendran, Datuk N Mohanadas, Aimi Zairin Mohamed, Gary Chong, Borhan Ibrahim dan Zahidi Paiman.

"Produksi berminat untuk bekerjasama dengan dua selebriti antarabangsa kelahiran Malaysia yang berjaya mencipta nama di luar negara iaitu Henry Golding dan pemenang *Australian Idol* musim pertama, Guy Sebastian sebagai penyanyi runut bunyi filem ini.

"Selain itu, kita juga akan mendapat khidmat pemenang anugerah Oskar iaitu komposer A Rahman dan pakar sinematografi, Phedon Papamichael sebagai antara tenaga produksi filem ini.

"Bagaimanapun, kita tetap akan mengambil pelakon tempatan untuk terlibat dalam pembikinan filem ini. Kami mahu mereka menimba pengalaman dengan tenaga kerja dari luar negara ini.

"Filem arahan R Shatish yang juga Pengasas dan Ketua Pegawai Eksekutif Fullmoon Pictures bersama beberapa sutradara dari luar negara ini akan memulakan penggambaran selepas pertengahan tahun," katanya.

Jika segala-galanya berjalan lancar, Izzat memaklumkan filem ini bakal menjangah pawagam pada April 2023.

## National climbers rejoice as success story of 1997 Everest expedition comes to life

**KUALA LUMPUR:** In 1997, a team of 10 Malaysians made history after they planted the 'Jalur Gemilang' on top of the world's highest mountain, Mount Everest.

Braving through harsh and extreme weather, they were the first Malaysians to reach the summit of the world, becoming the pioneering team who has inspired many young Malaysians to achieve the impossible.

As this year marks the 25th anniversary of the historical expedition, local producers, **Fullmoon Pictures Sdn Bhd** have launched a RM150 million media franchise to commemorate the 1997 expedition.

The SUMMIT-97 media franchise will indulge in the arduous journey that the national climbers had to face during the expedition, all of which will be highlighted through several mediums.

It includes books, documentaries, animation films, original soundtracks, behind-the-scenes footage, a virtual reality game application along with a feature film titled 'Peak of Heaven'.

The news was welcomed with open arms by the Malaysia-Everest 97 team who was present

at the launching.

One of the climbers, Aimi Zairin Mohamed, said he was grateful that their efforts were recognised once again and shared that the expedition holds a dear place in his heart.

"May 23 is always on my calendar. It is the anniversary of when we planted the Jalur Gemilang on top of Mount Everest.

"So in May every year, I would have a small celebration dinner with my wife and son and I would share the stories over and over again to the point I think they've memorised it," Aimi said.

Recounting the expedition, he said that he was among the youngest in the team as he had just finished his studies at that time.

Aimi also credited their success to the whole team behind the Malaysia-Everest 1997 expedition including the additional 10 supporting crew who accompanied the climbers along with the local Sherpas there.

He added that the supporting crew has helped them a lot in reaching the top of the summit and he doesn't want their efforts to be forgotten as well.

Meanwhile, according to the



The Malaysia-Everest Expedition of 1997 climbers during the launching of The SUMMIT-97 media franchise at Malaysia Tourism Centre. — Malay Mail photo

first Malaysian to reach the summit of Mount Everest, Datuk M. Magendran, although initially they had planned to release a book to commemorate the silver jubilee of the 1997 expedition, a feature film had never crossed his mind.

"I was overwhelmed because before this, the most we could do is come up with a book for our

25th anniversary but never did I imagine there's a team working towards making a movie out of the 1997 Malaysia-Everest Expedition.

"I think it's something out of the box and looking at the current condition of our nation, I think a multiracial success story is what Malaysia needs at the moment," he said.

Magendran was the first Malaysian to step on the majestic Mount Everest peak at 11.55am local time, 15 minutes before he was joined by the rest of his teammates.

He also said that following their success, he was proud to be part of the pioneering team who inspired many young Malaysians to go above and beyond.

Just two years after their success, the nation was in celebration once again following the achievement of Datuk Azhar Mansor who broke the record of being the first Malaysian to sail solo across the world in 1999.

This was then followed by the achievement of Datuk Abdul Malik Mydin, the first Malaysian and South-East Asian swimmer to swim across the English Channel in 2003.

Talking about The SUMMIT-97 campaign, Fullmoon Picture co-founder Izzat Hazim said the campaign was established to enable viewers to grasp the challenges and struggles faced by the national climbers during the climb.

"Make no mistake, the climb to Mount Everest in 1997 is as deadly as its reputation.

"We were only able to fully understand their struggles

during our research on this heroic story which includes interviews, articles, and documentaries, it was truly an eye-opener to us.

"The concept of climbing the tallest mountain in the world while facing horrendous weather is just the tip of the iceberg.

"Not many understand the whole training process, the cost behind it, mental preparation, and the level of synergy that is involved in this whole journey," he said.

Izzat added that the film 'Peak of Heaven' will also be bringing international talents such as legendary composer, AR Rahman and Australian singer Guy Sebastian along with Malaysian actor Henry Golding.

Also joining them at the helm of the film is award-winning cinematographer, Phedon Papamichael who has worked on films such as 'Ford vs Ferrari' and 'Nebraska'.

The film, expected to be released mid-next year, also aims to set a few Guinness World Records including the first film in Southeast Asia to use Stagecraft technology in visualising a hyper-realistic atmosphere of Mount Everest in real-time. — Malay Mail



郑联科(左)与6名1997年大马珠峰登顶团队团员合照。左2起为N. 莫汉达斯、艾米·种茂华、M. 马耶地拉、扎希迪和帕尔汉。

## 马代表团登珠峰25周年 1.5亿跨媒体计划宣扬壮举

(吉隆坡18日讯)配合大马代表团1997年登上珠穆朗玛峰25周年，Fullmoon Pictures推出“珠峰97(The Summit-97)”，一项耗资1亿5千万令吉的跨媒体制作推广计划，以此宣扬这一大马创举。

“珠峰97”计划将通过7大产品，包括动画短片、纪录片、绘本、有声书、剧情长片《Peak of Heaven》、幕后花絮以及游戏应用程序等，让国人深刻了解该攀登行动所面对的困难与挑战。

Fullmoon Pictures自4年前开始营运时便着手筹备“珠峰97”计划，在过去4年间启动了一项全面性的个案研究，以了解消费者对有关题材的兴趣，调查结果估计，以上跨媒体制作将吸引全球9800万观众。

Fullmoon Pictures创办人R.沙提恩介绍耗资1000万令吉剧情长片《Peak of Heaven》通过融入“Stagecraft”技术，以实时的方式为珠峰重新营造一个超写实主义的氛围。

他透露，该电影也邀请了国际著名明星R.巴拉曼、莫伊·塞巴斯蒂安、亨利·高丁以及贾斯汀·帕帕米科尔等人的参与，这部



满纳斯(左起)与扎希迪、郑联科和R.沙提恩共同推介“珠峰97”。

电影将于2023年4月26日上映。

他说，这部电影有望打破5项吉尼斯世界纪录，其中之一就是创造“东南亚首个使用Stagecraft技术的剧情长片”。

Fullmoon Pictures联合创始人兼董事经理扎哈金表示，该公司团队对登山英雄事迹展开研究时，才得以全面了解登山者面对的困境，包括训练过程、耗费的资本和心理准备等。

Fullmoon Pictures周四(17日)在马来西亚旅游资讯中心举办1997年大马珠峰登顶25周年纪念暨“珠峰97”跨媒体制作推介礼。

活动出席者包括青年及体育部副部长拿督斯里郑联科、大马国家电影发展局执行长卡利业，以及首席总访问官纳席等。#

## 郑联科：疫期也有健康生活 国人体育总分52%

青年及体育部副部长拿督斯里郑联科表示，根据《大马体育文化指数报告》，大马人的体育总分为52%。

“整体在疫情期间，大马人没有健康的生活，因为积极参与运动的分数为73分。”

他在大马珠峰登顶25周年纪念暨“珠峰97”跨媒体制作推介礼上发言时表示，在登顶创举25年后，这项电影可以让观众学习登山者的精神，看大马人团结一致，一定可以排除万难，完成许多事情。

1997年5月23日，10名从200名候选人中脱颖而出登山者，肩负着在世界最高点上马来西亚国家队的使命，毅然决定付出生命，踏上未知的登顶之路。

当年，赞助商共筹集400万令吉，帮助登山团队完成登顶创举，马来西亚团队达成任务，但团队中的一名队员不幸逝世，大会也在今天为逝者默哀。

25年前，10名登山者中的2人已经退休，而唯一华裔女性队员张丽娟(译音Tech

Lee Lee)也失去了联系，大会希望透过这项活动可以重新联系上她。

今日仅有6名团员出席，他们是拿督科、莫汉达斯、拿督M. 马耶地拉、种茂华、帕尔汉、扎希迪，以及最年轻的团员艾米。未克出席的队长为目前身在海外，而已逝世的2名团员是莫哈末法鲁吉和M. 莫纳。

钟庆伟回忆，他是团队里的开心果，在登顶路上为团员加油打气。他还记得，在接近登顶时，他实在是无法动弹，只能由队友扶上马来西亚国旗。

“不管是谁，当国旗在那里(顶峰)的时候，任务就完成了。”

艾米附和说：“我们只是想要为这个伟大的国家，做出一些贡献的一小撮人。”

最后一个被列入登山者名单的扎希迪说，登山那天，他的女儿刚满1岁。他说，因为忙于训练，当年他只参与了人生中第1年的6个月，但他不会后悔。#

## Filem 'Peak Of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'

**PENGHASILAN** filem bertajuk '**Peak of Heaven**' mengenai Ekspedisi Gunung Everest 1997 bagi mengenang jasa sekumpulan pendaki yang telah mengharumkan nama negara, adalah perlu bagi mengingatkan kembali rakyat Malaysia mengenai semangat 'Malaysia Boleh'.

Timbalan Menteri Belia dan Sukan Datuk Seri Ti Lian Ker berkata, filem itu juga adalah salah satu contoh terbaik bagi menunjukkan semangat Keluarga Malaysia yang terpahat dalam diri 10 pendaki Gunung Everest pada ekspedisi itu 25 tahun lepas.

"Kumpulan itu melibatkan rakyat Malaysia dari seluruh negeri yang berlainan, pelbagai latar belakang, etnik dan sebagainya

tetapi semangat kesamaan mereka bukan untuk mencari 'self glory' apa yang mereka mahu cuma nak mendaki untuk memacakkan Jalur Gemilang, itu menjadi matlamat mereka ketika itu," katanya.

Beliau berkata demikian dalam sidang media selepas menghadiri Majlis Sambutan Ulang tahun ke-25 ekspedisi Gunung Everest 1997 dan melancarkan francais media The Summit-97 di Kuala Lumpur baru-baru ini.

Katanya nilai dan semangat patriotik yang ditunjukkan kumpulan ekspedisi pendakian Gunung Everest berkenaan perlu diimbau semula kerana ia melambangkan semangat Keluarga Malaysia sebenar. — Bernama

## 'Peak of Heaven' portrays Malaysian Family spirit

**KUALA LUMPUR:** The production of *Peak of Heaven*, a film that tells the trials and tribulations of a group of Malaysians climbing Mount Everest in 1997 is necessary to remind citizens of the "Malaysia Boleh" spirit. Deputy Youth and Sports Minister Datuk Seri Ti Lian Ker said the film was a good portrayal of the Keluarga Malaysia (Malaysian Family) spirit as displayed by the 10 climbers in the expedition. He said the group comprised Malaysians from various backgrounds and that their goal was not to seek personal glory but to scale the world's tallest mountain and raise the Jalur Gemilang there. He said this after attending the 25th-anniversary celebration of the 1997 Mount Everest Expedition and launching The Summit-97 media franchise here on Thursday.

**Bernama**

## எவரெஸ்ட் உச்சியை அடைந்த வீரர்களின் கதை ஊடகங்களில் வெளியீடு காணும்

25 ஆண்டுகளுக்குப் பிறகு எவரெஸ்ட் மலை உச்சியை அடைந்த 10 மலேசியர்களின் கதை பலவகை ஊடகங்களில் வெளியிடப்படுகின்றது. திரைப்படம், புத்தகம், ஆவணப்படம், மின்னியல் விளையாட்டு, இசை, கிராபிக்ஸ் ஆகிய அம்சங்களில் மொத்தமாக 150 மில்லியன் ரிங்கிட் செலவில் அவர்களின் கதை வெளியிடப்படுகிறது.

கடந்த 1997ஆம் ஆண்டு எவரெஸ்ட் உச்சியை அடைந்து உலக அரங்கில் மலேசியாவின் பெயரை மேலும் மிளிர்ச் செய்த அந்த 10 பேரின் பயணங்களை



மக்களுக்குத் தெரியப்படுத்தும் வகையில் உள்நாட்டுத் திரைப்படத் தயாரிப்பு நிறுவனமான புல்மூன் பிக்சர்ஸ் இந்த ஆலோசனையைச் செயல்படுத்தியுள்ளது.

1997ஆம் ஆண்டு எவரெஸ்ட் மலை ஏறும் நடவடிக்கை மிகவும் சவால்மிக்கதாகவும் ஆபத்தானதாகவும் அறியப்பட்டது. அந்த மலை ஏறும் நடவடிக்கையில் ஈடுபட்டவர்களின் அனுபவங்களை ஆராய்ந்த பிறகு அதில் அவர்கள் எதிர்நோக்கிய சவால்களை நாங்கள் புரிந்து கொண்டோம். இது எங்களுக்கு ஒரு விழிப்புணர்வாக அமைந்துள்ளது.

இந்தப் பயணத்திற்குப் பின்னால் பயிற்சிகள், செலவுகள், மன ரீதியிலான சவால்கள் உள்ளிட்ட முக்கிய அம்சங்களைப் பலரும் அறிந்திருக்க மாட்டார்கள் என்று புல்மூன் பிக்சர்ஸ் நிறுவனத்தின் நிர்வாக இயக்குநர் இஸாட் ஹஷிம் தெரிவித்தார். இந்தநிலையில் அந்தப் பயணத்தின் 25ஆவது ஆண்டு நிறைவு

விழாவை முன்னிட்டு புல்மூன் பிக்சர்ஸ் நிறுவனம் தி சமிட் - 97 எனும் ஊடகத் தயாரிப்புகளை அதிகாரப்பூர்வமாகத் தொடக்கி வைத்தது. அதில் குறிப்பாக 100 மில்லியன் ரிங்கிட் திரைப்படத்தை உருவாக்குவதற்கு ஒதுக்கப்பட்டுள்ளது.

பிக் ஆப் ஹெவன் எனப் பெயரிடப்பட்டுள்ள அந்தத் திரைப்படத்தில் எ.ஆர். ரஹ்மான், காய் செபஸ்தியன் உள்ளிட்ட அனைத்துலகக் கலைஞர்களும் பணியாற்றவுள்ளனர். இதற்கிடையே இந்தத் தொடக்க நிகழ்ச்சியில் இளைஞர், விளையாட்டுத்துறை துணை அமைச்சர் டத்தோஸ்ரீ தி லியான் கொர் சிறப்புப் பிரமுகராகக் கலந்து கொண்டார்.

மேலும் எவரெஸ்ட் உச்சம் தொடர் டத்தோ எம். மகேந்திரன், டத்தோ எம். மோகதனாஸ், ஐயி சைரின், கேரி சோங், போர்ஹான் இப்ராஹிம், சாஹிடி பைமான் உள்ளிட்டவர்களும் இந்த நிகழ்ச்சியில் கலந்து கொண்டனர்.







© Provided by New Straits Times

KUALA LUMPUR: The success of a group of Malaysians in conquering the world's highest peak, Mount Everest, 25 years ago has inspired a local production company, Fullmoon Pictures (M) Sdn Bhd, to bring the amazing story to the big screen.

The feature film, titled *Peak Of Heaven*, will also make history as being the most expensive film to date to produce at a cost of RM100 million.

Fullmoon Pictures co-founder and managing director, Izzat Hazim, said that the colossal budget was needed in order to fulfil its mission of presenting a world-class Malaysian product.

## Kisah 10 pendaki negara ke puncak Gunung Everest diterbitkan

17/2/2022

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© Provided by Berita Harian Timbalan Menteri Belia dan Sukan, Datuk Seri Ti Lian Ker (empat, kanan) bergambar bersama pendaki gunung Everest 1997 pada majlis sambutan ulangtahun ke-25 Ekspedisi Gunung Everest 1997 di Pusat Pelancongan Malaysia (MaTic) hari ini. Turut hadir Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) Zakaria Abdul Hamid. - Foto BERNAMA

KUALA LUMPUR: Selepas 25 tahun, kisah pendakian 10 pendaki negara ke puncak Gunung Everest akan diterbitkan dalam pelbagai medium media dengan keseluruhan kos keseluruhan sebanyak RM150 juta.

Ini termasuk menerbitkannya dalam bentuk filem, buku, dokumentari, aplikasi permainan, muzik latar asli, rakaman belakang tabir dan animasi.

Syarikat penerbitan filem tempatan, Fullmoon Pictures (M) Sdn Bhd mencetuskan idea ini dengan hasrat utama memaparkan kisah perjalanan pendaki ke puncak Gunung Everest

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## National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years

Arif Zikri · 1 day ago

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© Provided by Malay Mail The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysia Tourism Centre (MaTic). — Picture by Hari Anggara

KUALA LUMPUR, Feb 21 — In 1997, a team of ten Malaysians made history after they planted the 'Jalur Gemilang' on top of the world's highest mountain, Mount Everest.

Braving through harsh and extreme weather, they were the first ever Malaysians to have reached the summit of the world, becoming the pioneering team who has inspired many young Malaysians to achieve the impossible.

As this year marks the 25th anniversary of the historical expedition, local producers, Fullmoon Pictures Sdn Bhd have launched a RM150 million media franchise to commemorate the 1997 expedition.

'The SUMMIT-97', the media franchise will indulge in the arduous journey that the national climbers had to



## RM100 juta untuk filem Everest

Farihad Shalla Mahmud 21/2/2022

Like Comments



© Provided by Berita Harian Lian Ker (empat dari kanan) bergambar bersama pendaki Gunung Everest pada majlis sambutan ulang tahun ke-25 Ekspedisi Gunung Everest 1997 di MATIC, Kuala Lumpur, baru-baru ini. Foto BERNAMA

farihad@bh.com.my

KUALA LUMPUR: Kejayaan rakyat Malaysia menawan puncak tertinggi dunia, Gunung Everest, 25 tahun lalu memberi inspirasi kepada sebuah syarikat produksi tempatan, Fullmoon Pictures (M) Sdn Bhd memindahkan lakaran sejarah itu ke layar perak.

Lebih membanggakan, naskhah berjudul Peak of Heaven itu bakal menjadi filem termahal dalam sejarah perfileman negara dengan kos penerbitan mencecah RM100 juta.

## Kisah 10 pendaki negara ke puncak Gunung Everest diterbitkan

Februari 17, 2022 @ 7:26pm



Timbalan Menteri Belia dan Sukan, Datuk Seri Ti Lian Ker (empat, kanan) bergambar bersama pendaki gunung Everest 1997 pada majlis sambutan ulangtahun ke-25 Ekspedisi Gunung Everest 1997 di Pusat Pelancongan Malaysia (MaTic) hari ini. Turut hadir Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) Zakaria Abdul Hamid. - Foto BERNAMA

KUALA LUMPUR: Selepas 25 tahun, kisah pendakian 10 pendaki negara ke puncak Gunung Everest akan diterbitkan dalam pelbagai medium media dengan keseluruhan kos keseluruhan sebanyak RM150 juta.

Ini termasuk menerbitkannya dalam bentuk filem, buku, dokumentari, aplikasi permainan, muzik latar asli, rakaman belakang tabir dan animasi.



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## RM100 juta untuk filem Everest

Oleh Farihad Shalia Mahmud - Februari 21, 2022 @ 3:00pm

farihad@bh.com.my



Lian Ker (empat dari kanan) bergambar bersama pendaki Gunung Everest pada majlis sambutan ulang tahun ke-25 Ekspedisi Gunung Everest 1997 di MATIC, Kuala Lumpur, baru-baru ini. Foto BERNAMA

KUALA LUMPUR: Kejayaan rakyat Malaysia menawan puncak tertinggi dunia, Gunung Everest, 25 tahun lalu memberi inspirasi kepada sebuah syarikat produksi tempatan, Fullmoon Pictures (M) Sdn Bhd memindahkan lakaran sejarah itu ke layar perak.



Lebih membanggakan, naskhah berjudul Peak of Heaven itu bakal menjadi filem termahal dalam sejarah perfileman negara dengan kos penerbitan mencecah RM100 juta.

Pengasas Bersama dan Pengarah Urusan Fullmoon Pictures, Izzat Hazim berkata, sebagai projek yang misinya adalah meletakkan filem Malaysia di mata dunia, bajet besar amat diperlukan.









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“THE SUMMIT-97”系列活动 纪念大马人登上珠峰



郑联科（左）在推介礼后与当年成功登顶珠峰的6位大马英雄——右起博汉依布拉欣、扎西迪派曼、马根德兰、钟庆华、埃米肯尼和莫汉达斯合影留念。（辛炳耀摄）

（吉隆坡17日讯）配合马来西亚代表团在1997年成功登上全球最高峰——珠穆朗玛峰满25周年，本地电影制作公司Fullmoon Pictures推出了耗资1亿5000万令吉、名为“THE SUMMIT-97”的跨媒体制作系列活动，以唤起国人对此壮举的认知和醒觉，让人民更有理由为自己的国家感到骄傲。

“THE SUMMIT-97”（珠峰97）跨媒体制作的系列活动，为通过动画片、纪录片、书本、原声带、剧情长片、幕后花絮以及游戏应用程序等，让观众深刻了解当年执行该项攀峰行动中，所面对的难题与挣扎。

**郑联科：将登顶精神生活中实践**

青年及体育部副部长拿督斯里郑联科表示，Fullmoon Pictures通过这项计划所要表达的价值观念，不仅是受用于运动员，更是让每一个人都可以运用在他们日常生活里，更是值得让大马人引以为豪的事迹。

“Fullmoon Picture趁着这项纪念活动推出这一系列跨媒体制作计划，让人民记得当年这

30

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## 登珠峰25周年 斥1.5亿 搞纪念活动

2022年2月17日 2362点阅

责任编辑: 前晚小语

〔吉隆坡17日讯〕配合电影纪念马来西亚在1997成功登上珠穆朗玛峰25周年,本地电影制作公司Fullmoon Picture推出名为《The SUMMIT-97》一系列活动,耗资约1亿5000万令吉。



百体部副部长拿督斯里郑联科今日在旅游中心为这项活动进行推介礼。出席活动者包括Fullmoon Picture创办人兼总执行长沙迪什、董事经理伊查、法律事务主管迪尼斯穆塔尔、大马国家电影发展局 (FINAS) 主席扎卡里亚,还有当年代表大马成功登顶的其中6名成员拿督马根德兰、拿督莫汉达斯、周庆华、埃米再尼、博议依布拉欣,和扎西道派曼。

在Fullmoon Picture的《珠峰97》推广计划中,通过动画片、纪录片、书本、原声带、剧情长片、幕后花絮和游戏应用程序等,让观众了解该项巅峰行动,所面对的难题与挣扎。



扎卡里亚 (左4)、郑联科 (左6)、Fullmoon Picture的沙迪什 (右6)、伊查 (左5) 和迪尼斯穆塔尔 (左3) 等人,为《珠峰97活动》进行推介礼。(李玉珍摄)

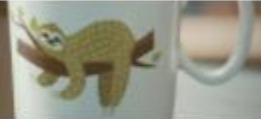
迪尼斯穆塔尔在活动上指出,在科技上不发达的1997年,那时候有一批大马人,成功向珠穆朗玛峰发起挑战并登顶;25年后,人民知道大马曾有人登顶该山峰,但却不知道谁是代表。

因此,这项活动也是为了纪念这些英雄成功登顶的25周年。他透露这次活动也邀请多名曾参与该计划的大马人,可惜联系不上当年唯一的女子代表张丽丽

(oh Lee Lee)。



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## Malaysia's 1997 Everest Expedition Team to Get Own Media Franchise

February 23, 2022 08:59 MYT



The first Malaysian team which climbed Mount Everest in 1997 is set to get a media franchise to commemorate the 25th anniversary of the historical event.

Local producers Fullmoon Pictures Sdn Bhd have launched the RM150 million franchise, named 'The SUMMIT-97', which will detail the arduous journey the team faced on their way to the summit, reported Malay Mail.

The journey will be relayed via several mediums, including books, documentaries, animation films, original soundtracks, behind-the-scenes footage, as well as a virtual reality game app, and a feature film titled 'Peak of Heaven', said the report.

**TheStar** 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister

**NATION** 

Thursday, 17 Feb 2022

10:09 PM MYT

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Deputy Youth and Sports Minister Datuk Seri Ti Lian Ker (fourth from right) with some of the climbers at the 25th-anniversary celebration of the 1997 Mount Everest Expedition. - Photo: Bernama

KUALA LUMPUR: The production of "Peak of Heaven", a film that tells the trials and tribulations of a group of Malaysians in their quest to climb Mount Everest in 1997, is necessary to remind Malaysians of the "Malaysia Boleh" spirit, says Datuk Seri Ti Lian Ker.

The Deputy Youth and Sports Minister said the film was one of the best examples that portrays the Malaysian Family spirit as displayed by the ten climbers in the expedition 25 years ago.

He said the group comprised Malaysians from various states, backgrounds, and ethnicities, adding that their goal was not to earn glory for themselves but to scale Everest and raise the Jalur Gemilang.

He said this at a press conference after attending the 25th-anniversary celebration of the 1997 Mount Everest Expedition and launching The Summit-97 media franchise here Thursday (Feb 17).



主页 · 国内新闻

## 大马代表登珠穆朗玛峰25周年 电影公司制作“珠峰97”

2022年2月17日



迪纳斯（左起）、依扎哈金、郑联科和R.沙提思共同推介“珠峰97”。

配合大马代表团1997年登上珠穆朗玛峰25周年，本地电影制作公司Fullmoon Pictures推出“珠峰97”（The Summit-97），一项耗资1亿5千万令吉的跨媒体制作推广计划，以此宣扬这一大马创举。

“珠峰97”计划将通过7大产品，包括动画片、纪录片、书本、原声带、剧情长片《Peak of Heaven》、幕后花絮以及游戏应用程序等，让国人深刻了解该攀峰行动所面对的难题与挣扎。

## #Showbiz: Inspiring local Everest film to cost RM100mil

By NST Entertainment - February 21, 2022 @ 7:44pm



Deputy Youth and Sports Minister Datuk Seri Ti Lian Ker (fourth from right) and Finas chairman Zakaria Abdul Hamid (fourth from left), together with the national mountain climbers during the recent 25th anniversary celebration of the 1997 Malaysia-Everest expedition. - Bernama pic

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## #Showbiz: Inspiring local Everest film to cost RM100mil



Published 2 weeks ago on 21 February 2022

By **NET Entertainment**



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**KUALA LUMPUR:** The success of a group of Malaysians in conquering the world's highest peak, Mount Everest, 25 years ago has inspired a local production company, Fullmoon Pictures (M) Sdn Bhd, to bring the amazing story to the big screen.

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Source: [SMA ArtsTrust](#)

GENERAL

## 'Peak of Heaven' to remind Malaysians of 'Malaysia Boleh' spirit



17/02/2022 11:23 PM

KUALA LUMPUR, Feb 17 – The production of 'Peak of Heaven', a film that tells the trials and tribulations of a group of Malaysians in their quest to climb Mount Everest in 1997 is necessary to remind Malaysians of the 'Malaysia Boleh' spirit.

Deputy Youth and Sports Minister Datuk Seri Ti Lian Ker said the film was one of the best examples that portray the Keluarga Malaysia (Malaysian Family) spirit as displayed by the ten climbers in the expedition 25 years ago.

He said the group comprised Malaysians from various states, backgrounds, ethnicities and so on, adding that their goal was not to earn glory for themselves but to scale Everest and raise the Jalur Gemilang.

## Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'



Timbalan Menteri Belia dan Sukan Datuk Seri Ti Lian Ker (empat, kanan) bergambar bersama pendaki gunung Everest 1997 pada Majlis Sambutan Ulangtahun ke-25 Ekspedisi Gunung Everest 1997 di Pusat Pelancaran Malaysia (MalPic) hari ini.



17/02/2022 11:24 PM

KUALA LUMPUR, 17 Feb — Penghasilan filem bertajuk 'Peak of Heaven' mengenai Ekspedisi Gunung Everest 1997 bagi mengenang jasa sekumpulan pendaki yang telah mengharumkan nama negara, adalah perlu bagi mengingatkan kembali rakyat Malaysia mengenai semangat 'Malaysia Boleh'.

Timbalan Menteri Belia dan Sukan Datuk Seri Ti Lian Ker berkata filem itu juga adalah salah satu contoh terbaik bagi menunjukkan semangat Keluarga Malaysia yang terpahat dalam diri 10 pendaki Gunung Everest pada ekspedisi itu 25 tahun lepas.

"Kumpulan itu melibatkan rakyat Malaysia dari seluruh negeri yang berlainan, pelbagai latar belakang, etnik dan sebagainya tetapi semangat kesamaan mereka bukan untuk mencari 'self glory' apa yang mereka mahu cuma nak mendaki untuk memacakkan Jalur Gemilang, itu menjadi matlamat mereka ketika itu," katanya.

Beliau berkata demikian dalam sidang media selepas menghadiri Majlis Sambutan Ulang tahun ke-25 ekspedisi Gunung Everest 1997 dan melancarkan francais media The Summit-97 di sini hari ini.

Katanya nilai dan semangat patriotik yang ditunjukkan kumpulan ekspedisi pendakian Gunung Everest berkenaan perlu diimbu semula kerana ia melambangkan semangat Keluarga Malaysia sebenar.

— BERNAMA

EXCLUSIVE PRESS

## Senator Dato' Sri Ti Lian Ker Embraces 25th Anniversary Of The Malaysian Expedition To Mt Everest 1997 & Launching Of The RM150 Mil "The Summit-97" Media Franchise



17/02/2022 05:04 PM

KUALA LUMPUR, Feb 17 (Bernama) -- Local producers - Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) held a celebration to commemorate the 25th anniversary of Malaysia's successful ascent to Mount Everest in 1997. In conjunction with this celebration, they launched an RM150 million media franchise under "The SUMMIT-97" campaign in the presence of YB Senator Dato' Sri Ti Lian Ker, Deputy Minister of Youth and Sports (KBS); YBrs. Tuan Zakaria Abdul Hamid, Chairman of National Film Development Corporation Malaysia (FINAS); and other government officials, including High Commissioners and Ambassadors from various countries.

Starting their operations some four years ago, Fullmoon Pictures was moved by the stories of the local climbers and is set to bring justice to their heroic journey through life-threatening weathers and terrains, in an effort to put Malaysia on the map. Despite their tremendous efforts, many are unaware of this historic event; even Wikipedia has yet to recognize it. Hence, Fullmoon Pictures is embarking on a mission to raise awareness on this matter and allow for yet another reason for the rakyat to be proud of its country.

SIARAN MEDIA EKSKLUSIF

## Senator Dato' Sri Ti Lian Ker Meraikan Majlis Sambutan Ulangtahun Ke-25 Ekspidisi Gunung Everest 1997 & Melancarkan Francais Media 'The Summit-97' Bernilai RM150 Juta



17/02/2022 05:13 PM

KUALA LUMPUR, 17 Feb (Bernama) -- Syarikat penerbitan filem tempatan – Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) menyambut ulangtahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997. Bersempena dengan sambutan ini, Fullmoon Pictures juga melancarkan francais media bernilai RM150 juta di bawah kempen "The SUMMIT-97" dengan kehadiran Timbalan Menteri Belia dan Sukan, YB Senator Dato' Sri Ti Lian Ker dan Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS), YBrs. Tuan Zakaria Abdul Hamid beserta beberapa kenamaan yang lain termasuk Pesuruhjaya Tinggi dan Duta-duta dari beberapa buah negara.

Beroperasi sejak empat tahun yang lalu, Fullmoon Pictures yang tersentuh dengan kisah-kisah para pendaki tempatan, berhasrat untuk memaparkan kisah perjalanan mereka yang penuh cabaran mengharungi iklim dan bentuk muka bumi yang mengancam nyawa, untuk mengharumkan nama Malaysia di persada dunia. Di sebalik kejayaan mereka ini, masih ramai yang belum sedar dengan peristiwa bersejarah ini, termasuk laman web Wikipedia. Dengan itu, Fullmoon Pictures telah memulakan misi mereka untuk meningkatkan kesedaran awam tentang peristiwa bersejarah ini dan memberi makna untuk rakyat berbangga dengan negara kita.

## 拿督斯里郑联科上议员出席1997年马来西亚珠峰攻顶团25周年纪念 以及耗资1亿5千万令吉的"The SUMMIT-97" 跨媒体制作推介礼



17/02/2022 05:43 PM

(吉隆坡2月17日马新社讯) -- 本地电影制作公司 Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) 举办了一项庆典，以纪念马来西亚代表团于1997年成功登上珠穆朗玛峰25周年。配合该项庆祝仪式，该公司亦为“The SUMMIT-97”电影宣传推介耗资1亿5千万令吉的跨媒体制作。出席活动的嘉宾包括青年及体育部(KBS)副部长YB拿督斯里郑联科上议员、马来西亚国家电影发展局(FINAS)主席 YBrs. Tuan Zakaria Abdul Hamid，以及其他政府部门高官，包括来自多个国家的最高专员与大使。

自Fullmoon Pictures于四年前开始营运以来，它即深受本国登山队员的故事所感动，并决意为他们死里逃生、翻山越岭的英勇旅程伸张正义，致力让马来西亚扬名国际。即使他们有一番惊天动地的作为，许多人尚未察觉历史上曾发生过这件事；就连维基百科也还没承认。为此，Fullmoon Pictures打算扛起重任，唤起众人对此事的记忆，让人们更有理由对自己的国家感到骄傲。

Fullmoon Pictures联合创始人兼董事经理Izzat Hazim表示：“我敢肯定的是，1997年的攀登珠峰是一场名副其实的亡命之旅。当我们针对这个英雄事迹展开研究，包括安排访谈、撰写文章和摄制纪录片时，才得以全面了解他们面对的困境，确实令我们大开眼界。征服世界最高峰这个概念需要排除万难，克服严酷的天气只是冰山一角。只有少数人能够理解整个训练过程、耗费的成本、心理准备以及整个旅程所涉及的配合度必需有多高。”

因此，我们的“The SUMMIT-97” (珠峰97) 推广计划是要通过动画片、纪录片、书本、原声带、剧情长片、幕后花絮以及游戏应用程序等，让观众们深刻了解该项攀登行动所面对的难题与挣扎。光是拍摄 PEAK OF HEAVEN这部剧情长片，我们就拨出1亿令吉的费用，并邀请国际著名明星如 A. R. Rahman, Guy Sebastian, Henry Golding, Phedon Papamichael 等参演，相信这部世界级制作对全球观众都具有号召力。

在过去四年内，我们启动了一项全面性的个案研究，以便深入了解消费者对有关题材有无兴趣。根据研究结果，“The SUMMIT-97” (珠峰97) 跨媒体制作将能够吸引全

世界9千8百万观众的眼球。此外，该公司亦将融入 StageCraft 技术，以实时的方式为珠峰重新塑造一个超写实主义的氛围。这项技术预料将让该部电影产生极高感染力，为东南亚的整个娱乐圈树立典范，毕竟PEAK OF HEAVEN拍摄完毕后，有望打破五(5)项吉尼斯世界纪录。



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# National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years

Monday, 21 Feb 2022 02:41 PM MYT  
BY ARIF ZIKRI



The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysia Tourism Centre (MaTic). — Picture by Hari Anggara

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KUALA LUMPUR, Feb 21 — In 1997, a team of ten Malaysians made history after they planted the Jalur Gemilang on top of the world's highest mountain, Mount Everest.

Braving through harsh and extreme weather, they were the first ever Malaysians to have reached the summit of the world, becoming the pioneering team who has inspired many young



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## RM100 juta untuk filem Everest

By FendiGhafer · 21/02/2022

22 0



KUALA LUMPUR: Kejayaan rakyat Malaysia menawan puncak tertinggi dunia, Gunung Everest, 25 tahun lalu memberi inspirasi kepada sebuah syarikat produksi tempatan, **Fullmoon Pictures (M) Sdn Bhd** memindahkan lakaran sejarah itu ke layar perak,

Lebih membanggakan, naskhah berjudul *Peak of Heaven* itu bakal menjadi filem termahal dalam sejarah perfileman negara dengan kos penerbitan mencecah RM100 juta.

Pengasas Bersama dan Pengarah Urusan Fullmoon Pictures, Izzat Hazim berkata, sebagai projek yang misinya adalah meletakkan filem Malaysia di mata dunia, bajet besar amat diperlukan.

Semuanya bagi menampung tenaga kerja pakar dari luar negara serta teknologi terkini pembikinan filem.

"Pada 25 tahun lalu, melalui Ekspedisi Gunung Everest pada 1997, 10 pendaki terpilih menempuh cabaran dan bertarung nyawa menawan gunung tertinggi dunia.

"Selepas lebih dua dekad sejarah itu dilakar, tidak banyak kisah mereka diceritakan. Kami hanya memahami pahit getir pendaki ketika mengkaji mengenai kisah berkenaan. Ini termasuk proses temubual, artikel dan dokumentari.

"Filem ini menelan belanja kira-kira RM100 juta kerana kita akan menggunakan teknik rakaman stage craft (*The Volume*) yang banyak digunakan dalam filem terbitan

## 25th year of Everest Conquest commemorated with RM150 million media franchise launch

Writer: Heidi Hsia



It has been 25 years since the team of Malaysian climbers scaled to the top of Mount Everest

(Picture by Hari Anggara)

**24 Feb** – Celebrating the 25th year since the team of ten planted the Jalur Gemilang on top of Mount Everest, it was revealed that Fullmoon Pictures Sdn Bhd have launched a RM150 million media franchise to commemorate the event.

Dubbed "The SUMMIT-97", the media franchise will chronicle the arduous journey made by the national climbers in reaching the top of the world's highest mountain, and will be spread across a variety of media.

## National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years



Arif Zikri

21 February 2022 · 5-min read



The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysia Tourism Centre (MaTic). — Picture by Hari Anggara

KUALA LUMPUR, Feb 21 — In 1997, a team of ten Malaysians made history after they planted the 'Jalur Gemilang' on top of the world's highest mountain, Mount Everest.

Braving through harsh and extreme weather, they were the first ever Malaysians to have reached the summit of the world, becoming the pioneering team who has inspired many young Malaysians to achieve the impossible.

As this year marks the 25th anniversary of the historical expedition, local producers,

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## National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years

POSTED ON FEBRUARY 21, 2022, MONDAY AT 4:37 PM

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*The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysia Tourism Centre (MoTic). — Malay Mail photo*

KUALA LUMPUR (Feb 21): In 1997, a team of ten Malaysians made history after they planted the 'Jalur Gemilang' on top of the world's highest mountain, Mount Everest.

Braving through harsh and extreme weather, they were the first ever Malaysians to have reached the summit of the world, becoming the pioneering team who has inspired many young Malaysians to achieve the impossible.



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## Inspiring Local Everest Film To Cost RM100mil

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**KUALA LUMPUR, Feb 21** -- The success of a group of Malaysians in conquering the world's highest peak, Mount Everest, 25 years ago has inspired a local production company, Fullmoon Pictures (M) Sdn Bhd, to bring the amazing story to the big screen.

The feature film, titled Peak Of Heaven, will also make history as being the most expensive film to date to produce at a cost of RM100 million.

Fullmoon Pictures co-founder and managing director, Izzat Hazim, said that the colossal budget was needed in order to fulfil its mission of presenting a world-class Malaysian product.

A significant portion of the budget would be going towards acquiring foreign expertise and the latest technology in filmmaking, he said.

"During the Malaysia-Everest expedition in 1997, 10 mountain climbers were chosen to take on the life-threatening challenges of conquering the highest mountain in the world.

"Since that historic achievement 25 years ago, hardly any stories have been told about it. We only really found out about the many bittersweet moments that befell the climbers after conducting in-depth research on the matter, which included interviews, articles and documentaries.

"To ensure that these unsung heroes stay fresh in the annals of history, we have taken the initiative to produce a film based on their experiences during the expedition.

"The film will cost around RM100 million since we will be using the latest StageCraft filming technique which has been used in many US and European productions.

"This alone will cost about RM45 million as the method is even more advanced than the usual computer generated images (CGI) method," he said in a news report today.

Izzat added that the RM100 million-price tag was considerably low compared to previously made films of a similar genre.

"In 2015, Hollywood came out with a film titled Everest that cost RM250 million to produce. So Peak Of Heaven is still considered a smaller investment for a film on a mega scale," he said

Izzat was met during the recent launch of The Summit 97 campaign at the Malaysia Tourism Centre here, in conjunction with the 25th anniversary

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## 25th year of Everest Conquest commemorated with RM150 million media franchise launch



February 24, 2022

Celebrating the 25th year since the team of ten planted the Jalur Gemilang on top of Mount Everest, it was revealed that Fullmoon Pictures Sdn Bhd have launched a RM150 million media franchise to commemorate the event.

Dubbed "The SUMMIT-97", the media franchise will chronicle the arduous journey made by the national climbers in reaching the top of the world's highest mountain, and will be spread across a variety of media.

## Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'

2022-02-17, Malaysian National News Agency

AM Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh' Timbalan Menteri Belia dan Sukan Senator Datuk Seri Ti Lian Ker (empat, kanan) bergambar bersama pendaki gunung Everest 1997 pada Majlis Sambutan Ulangtahn ke-25 Ekspedisi Gunung Everest 1997 di Pusat Pelancongan Malaysia (MaTic) hari... [read full story](#)

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# Datuk M. Magendran Among National Climbers To Receive Media Franchise After 25 Years

In anticipation for 'Peak of heaven' coming to your cinemas next year

BY REVATHI / FEBRUARY 24, 2022



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Datuk M. Magendran, the first Malaysian to conquer the summit of the world's highest mountain is all set to get a media franchise to commemorate the 25th anniversary of the historical event.

According to Malay Mail, local producers Fullmoon Pictures Sdn Bhd have started the RM150 million 'The SUMMIT-97' franchise, which will recount the team's gruelling climb to the summit.

The voyage will be released via several mediums, including books, documentaries, animation films, original soundtracks, behind-the-scenes footage, as well as a virtual reality game app, and a feature film aptly titled 'Peak of Heaven', stated the [report](#).



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17 February, 2022 8:42 PM

## 大马代表登珠穆朗玛峰25周年 电影公司制作“珠峰97”宣传创举



配合大马代表团1997年登上珠穆朗玛峰25周年，本地电影制作公司 Fullmoon Pictures推出“珠峰97”（The Summit-97），一项耗资1亿5千万令吉的跨媒体制作推广计划，以此宣扬这一大马创举。

“珠峰97”计划将通过7大产品，包括动画片、纪录片、书本、原声带、剧情长片《Peak of Heaven》、幕后花絮以及游戏应用程式等，让国人深刻了解该攀峰行动所面对的难题与挣扎。

Fullmoon Pictures自4年前开始营运时，便着手筹备“珠峰97”计划，在过去4年间启动了一项全面性的个案研究，以了解消费者对有关题材的兴趣，调查结果估计，以上跨媒体制作将吸引全世界9800万名

Home / Gaya Hidup / Semasa / Francais Media 'THE SUMMIT-97' Bernilai RM150 Juta Dilancarkan

### FRANCAIS MEDIA 'THE SUMMIT-97' BERNILAI RM 150 JUTA DILANCARKAN

2 weeks ago · Gaya Hidup / Semasa · Leave a comment · 203 Views

Syarikat penerbitan filem tempatan – Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) menyambut ulangtahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997. Bersempena dengan sambutan ini, Fullmoon Pictures juga melancarkan francais media bernilai RM150 juta di bawah kempen "The SUMMIT-97" dengan kehadiran Timbalan Menteri Belia dan Sukan, YB Senator Dato' Sri Ti Lian Ker dan Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS), Ybrs. Tuan Zakaria Abdul Hamid beserta beberapa kenamaan yang lain termasuk Pesuruhjaya Tinggi dan Duta-duta dari beberapa buah negara.

Beroperasi sejak empat tahun yang lalu, Fullmoon Pictures yang tersentuh dengan kisah-kisah para pendaki tempatan, berhasrat untuk memaparkan kisah perjalanan mereka yang penuh cabaran mengharungi iklim dan bentuk muka bumi yang mengancam nyawa, untuk mengharumkan nama Malaysia di persada dunia. Di sebalik kejayaan mereka ini, masih ramai yang belum sedar dengan peristiwa bersejarah ini, termasuk laman web Wikipedia. Dengan itu, Fullmoon Pictures telah memulakan misi mereka untuk meningkatkan kesedaran awam tentang peristiwa bersejarah ini dan memberi makna untuk rakyat berbangga dengan negara kita.



Pengasas Bersama dan Pengarah Urusan Fullmoon Pictures, Izzat Hazim berkata, "Ekpedisi Gunung Everest pada tahun 1997 amat merbahaya dan mencabar. Kami hanya memahami pahit getir mereka semasa kami mengkaji mengenai kisah tersebut, termasuk temubual, artikel dan dokumentari. Ianya telah benar-benar membuka mata kami. Konsep mendaki gunung tertinggi dunia sambil mengharungi iklim yang mencabar hanyalah sekilas dari peristiwa ini. Tidak ramai yang mengetahui keseluruhan proses latihan, kos di sebaliknya, persediaan mental dan tahap usahasama yang terlibat dalam keseluruhan perjalanan."



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## RM100 juta untuk filem Everest



Published 2 weeks ago on 21 February 2022  
By **Farihad Shalla Mahmud**



KUALA LUMPUR: Kejayaan rakyat Malaysia menawan puncak tertinggi dunia, Gunung Everest, 25 tahun lalu memberi inspirasi kepada sebuah syarikat produksi tempatan, Fullmoon Pictures (M) Sdn Bhd memindahkan lakaran sejarah itu ke layar perak.

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## THE SUMMIT-97 Launch & 25th Anniversary of Malaysian Expedition to Mt Everest 1997



**THE SUMMIT-97** was launched in conjunction with the **25th Anniversary of Malaysian Expedition to Mt Everest 1997**. Local producers, Fullmoon Pictures (M) Sdn. Bhd. (**Fullmoon Pictures**) held a celebration to commemorate the 25th anniversary of Malaysia's successful ascent to Mount Everest in 1997.



Official Group Photo - Mr. Jin Tan, CEO of ReSkills EdTech Sdn Bhd; Mr. Dinesh Muthal, Chief General Counsel -Fullmoon Pictures; YBrs. Tuan Zakaria Abdul Hamid, Chairman of National Film Development Corporation (FINAS); YB Senator Dato' Sri Ti Lian Ker, Deputy Minister of Youth & Sports (KBS); Mr. R. Shatish, Founder & CEO of Fullmoon Pictures; En. Izzat Hazim, Co-Founder & Managing Director of Fullmoon Pictures; YM Tengku Aslahuddin Ja'afar bin YAM Tan Sri Tengku Azlan Ibni Sultan Abu Bakar

In conjunction with this celebration, they launched an RM150 million media franchise under **"The SUMMIT-97" campaign** in the presence of **YB Senator Dato' Sri Ti Lian Ker, Deputy Minister of Youth and Sports (KBS); YBrs. Tuan Zakaria Abdul Hamid, Chairman of National Film Development Corporation Malaysia (FINAS);** and other government officials, including High Commissioners and Ambassadors from various countries.



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## Am : Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'

ADMIN 00:59



KUALA LUMPUR, 17 Feb -- Penghasilan filem bertajuk 'Peak of Heaven' mengenai Ekspedisi Gunung Everest 1997 bagi mengenang jasa sekumpulan pendaki yang telah mengharumkan nama negara, adalah perlu bagi mengingatkan kembali rakyat Malaysia mengenai semangat 'Malaysia Boleh'. -BERNAMA



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## Embraces 25th Anniversary Of The Malaysian Expedition To Mt Everest 1997

@ Editor 18/02/2022 1:29 AM 0



*Launching Of The Rm150 Mil "The Summit-97" Media Franchise*

KUALA LUMPUR, 17 February 2022 – Local producers – Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) held a celebration to commemorate the 25th anniversary of Malaysia's successful ascent to Mount Everest in 1997. In conjunction with this celebration, they launched an RM150 million media franchise under "The SUMMIT-97" campaign in the presence of YB Senator Dato' Sri Ti Lian Ker, Deputy Minister of Youth and Sports (KBS); YBrs. Tuan Zakaria Abdul Hamid, Chairman of National Film Development Corporation Malaysia (FINAS); and other government officials, including High Commissioners and Ambassadors from various countries.

Starting their operations some four years ago, Fullmoon Pictures was moved by the stories of the local climbers and is set to bring justice to their heroic journey through life-threatening weathers and terrains, in an effort to put Malaysia on the map. Despite their tremendous efforts, many are unaware of this historic event; even Wikipedia has yet to recognize it. Hence, Fullmoon Pictures is embarking on a

## Filem 'Peak Of Heaven' Ingatkan Rakyat Malaysia Semangat 'Malaysia Boleh'

Filem ini dihasilkan bagi menghargai jasa 10 pendaki Gunung Everest yang telah mengharumkan nama Malaysia.

FILEM & TV DIKEMASKINI 2 MINGGU YANG LALU - DITERBITKAN PADA 18 FEB 2022 11:53AM



Datuk Seri Ti Lian Ker (empat dari kanan) bergambar bersama pendaki gunung Everest 1997.

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**P**enghasilan filem bertajuk *Peak of Heaven* mengenai Ekspedisi Gunung Everest 1997 bagi mengenang jasa sekumpulan pendaki yang telah mengharumkan nama negara, adalah perlu bagi mengingatkan kembali rakyat Malaysia mengenai semangat 'Malaysia Boleh'.

Timbalan Menteri Belia dan Sukan, Datuk Seri Ti Lian Ker berkata, filem itu juga adalah salah satu contoh terbaik bagi menunjukkan semangat Keluarga Malaysia yang terpacat dalam diri 10 pendaki Gunung Everest pada ekspedisi itu 25 tahun lepas.

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## **BH** RM100 juta untuk filem Everest

 Yang Molek



KUALA LUMPUR: Kejayaan rakyat Malaysia menawan puncak tertinggi dunia, Gunung Everest, 25 tahun lalu memberi inspirasi kepada sebuah syarikat produksi tempatan, Fullmoon Pictures (M) Sdn Bhd memindahkan lakaran sejarah itu ke layar perak.

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## Peak Of Heaven - Filem Pertama Ekspedisi Gunung Everest 1997

👤 ZAYANI ZULKIFFLI 📅 2/28/2022

Salam sejahtera korang!

Tahu tak korang, sebenarnya dah 25 tahun ulang tahun pasukan hero negara yang pertama **mendaki Gunung Everest pada tahun 1997**. 10 Hero negara ini berjaya mendaki sampai ke puncak (Mount Everest Summit) pada 23 May 1997.

Tahun 1997 tu, semua orang excited nak tahu perkembangan mereka dalam pendakian, ada berita elok, ada berita buruk. Bayangkan, dari beratus orang yang apply nak wakil negara pada masa tu, hanya 10 orang wira (9 orang) dan wirawati (1 orang) ini sahaja yang terpilih selepas latihan khas. Hebat!



Tun Dr Mahathir bin Mohamad merupakan Perdana Menteri Malaysia dan Tan Sri Dato' Haji Mahiaddin bin Md. Yasin merupakan Menteri Belia dan Sukan Negara pada masa Misi Mendaki Gunung Everest 1997.

Ekspedisi pendakian pertama Gunung Everest pada masa itu diinspirasi kerana pada masa tu, tak pernah ada mana-mana orang negara Asia yang berjaya menakluki Everest lagi. Ye la, dulu bukan macam sekarang yang ada alat bantuan

### MAJLIS SAMBUTAN ULANGTAHUN KE-25 EKSPIDISI GUNUNG EVEREST 1997 & MELANCARKAN FRANCAIS MEDIA 'THE SUMMIT-97' BERNILAI RM150 JUTA

HALIMAH BINTI MUHIDEN 8 days ago EVENT,



Syarikat penerbitan filem tempatan – Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) menyambut ulangtahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997. Bersempena dengan sambutan ini, Fullmoon Pictures juga melancarkan francais media bernilai RM150 juta di bawah kempen "The SUMMIT-97" dengan kehadiran Timbalan Menteri Belia dan Sukan, YB Senator Dato' Sri Ti Lian Ker dan Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS), Ybrs. Tuan Zakaria Abdul Hamid beserta beberapa kenamaan yang lain termasuk Pesuruhjaya Tinggi dan Duta-duta dari beberapa buah negara.



# "THE SUMMIT-97" PAPAR PAHIT GETIR PENDAKI MALAYSIA DALAM MENAWAN PUNCAK EVEREST

FEBRUARY 19, 2022 | gaya hidup, keluarga, Semasa



Francais Media yang dilancarkan oleh Fullmoon Pictures (M)Sdn Bhd, syarikat penerbitan filem tempatan ini bernilai RM150 juta!



Ia dilancarkan serentak dengan sambutan ulang tahun ke-25 kejayaan 10 pendaki Malaysia yang berjaya menawan puncak Gunung Everest pada tahun 1997.

# MERAIKAN MAJLIS SAMBUTAN ULANGTAHUN KE-25 EKSPIDISI GUNUNG EVEREST 1997 & MELANCARKAN FRANCAIS MEDIA 'THE SUMMIT-97' BERNILAI RM150 JUTA

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Syarikat penerbitan filem tempatan Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) menyambut ulangtahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997.



Bersempena dengan sambutan ini, Fullmoon Pictures juga melancarkan francais media bernilai RM150 juta di bawah kempen "The SUMMIT-97" dengan kehadiran Timbalan Menteri Belia dan Sukan, YB Senator Dato' Sri Ti Lian Ker dan Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS), Ybrs. Tuan Zakaria Abdul Hamid beserta beberapa kenamaan yang lain termasuk Pesuruhjaya Tinggi dan Duta-duta dari beberapa buah negara.



## Senator Dato' Sri Ti Lian Ker Meraikan Majlis Sambutan Ulangtahun Ke-25 Ekspidisi Gunung Everest 1997 & Melancarkan Francais Media “The Summit-97’ Bernilai RM150 Juta

megatz - February 17, 2022



*1997 Malaysian Mount Everest Summitters, bersama Tuan Zakaria, YB Senator Dato' Sri Ti Lian Ker & pasukan Pengurusan Tertinggi Fullmoon Pictures: En. Zahidi Paiman; En. Borhan Ibrahim; Encik Dinesh Muthal; YBrs. Tuan Zakaria Abdul Hamid; En. Izzat Hazim; YB Senator Dato' Sri Ti Lian Ker; Encik R. Shatish; Datuk M. Magendran; Datuk N. Mohanadas; En. Aimi Zairin Mohamed; Encik Gary Chong; Asst. Panglima Abdul Wahab Hj Rahim.*

**KUALA LUMPUR, 17 Februari 2022** - Syarikat penerbitan filem tempatan — **Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures)** menyambut ulangtahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997. Bersempena dengan sambutan ini, **Fullmoon Pictures** juga melancarkan francais media bernilai RM150 juta di bawah kempen "The SUMMIT-97" dengan kehadiran Timbalan Menteri Belia dan Sukan, YB Senator Dato' Sri Ti Lian Ker dan Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS), YBrs. Tuan Zakaria Abdul Hamid beserta beberapa kenamaan yang lain termasuk Pesuruhjaya Tinggi dan Duta-duta dari beberapa buah negara.

Beroperasi sejak empat tahun yang lalu, **Fullmoon Pictures** yang tersentuh dengan kisah-kisah para pendaki tempatan, berhasrat untuk memaparkan kisah perjalanan mereka yang penuh cabaran mengharungi iklim dan bentuk muka bumi yang mengancam nyawa, untuk mengharumkan nama Malaysia di persada dunia.



*(Kiri) Mr. R. Shatish, Pengasas & Ketua Pegawai Eksekutif Fullmoon Pictures / (Center) En. Izzat Hazim, Pengasas Bersama & Pengarah Urusan Fullmoon Pictures / Mr. Dinesh Muthal, Ketua Penasihat Am - Fullmoon Pictures (Kanan).*

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THE SUMMIT-97 | Papar Kisah Pendaki Negara Ke Puncak Everest

Selepas 25 tahun, kisah pendakian 10 pendaki negara ke puncak Gunung Everest akan diterbitkan dalam pelbagai medium media dengan kos keseluruhan RM150 juta.

Ia termasuk penerbitan dalam bentuk filem, buku, dokumentari, aplikasi permainan, muzik latar asli, rakaman belakang tabir dan animasi.

THE SUMMIT-97 | Papar Kisah Pendaki Negara Ke Puncak Everest

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## National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years



The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysia Tourism Centre (MaTic) — Picture by Hari Anggara

KUALA LUMPUR, Feb 21 — In 1997, a team of ten Malaysians made history after they planted the 'Jalur Gemilang' on top of the world's highest mountain, Mount Everest.

Braving through harsh and extreme weather, they were the first ever Malaysians to have reached the summit of the world, becoming the pioneering team who has inspired many young Malaysians to achieve the impossible.

As this year marks the 25th anniversary of the historical expedition, local producers, Fullmoon Pictures Sdn Bhd have launched a RM150 million


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# National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years

By webmaster February 21, 2022

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The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysia Tourism Centre (MaTic). — Picture by Hari Anggara

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The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysi Tourism Centre (MaTiC). — Picture by Hari Anggara

KUALA LUMPUR, Feb 21 — In 1997, a team of ten Malaysians made history after they planted the 'Jalur Gemilang' on top of the world's highest mountain, Mount Everest.

Braving through harsh and extreme weather, they were the first ever Malaysians to have reached the summit of the world, becoming the pioneering team who has inspired many young Malaysians to achieve the impossible.

As this year marks the 25th anniversary of the historical expedition, local producers, Fullmoon Pictures Sdn Bhd have launched a RM150 million media franchise to commemorate the 1997 expedition.

## Fullmoon Pictures raikan wira-wira Everest 1997: Pengalaman pendaki Everest Malaysia bakal difilemkan

February 19, 2022

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Fullmoon Pictures(M) Sdn. Bhd telah mengadakan acara bagi meraikan wira-wira Everest anak Malaysia bersempena dengan ulangtahun ke 25 ekspedisi Gunung Everest 1997.

Acara ini dihadiri oleh Timbalan Menteri Belia dan Sukan,YB Senator Dato Sri Ti Lian Ker dan Pengerusi FINAS,Tuan Zakaria Abdul Hamid.

### Fullmoon Pictures melancarkan francais media ' THE SUMMIT-97' bernilai RM150 juta

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#### Fullmoon Pictures melancarkan francais media ' THE SUMMIT-97' bernilai RM150 juta

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Officiation Ceremony of "The Summit-97"

**KUALA LUMPUR, 17 Februari 2022** – Syarikat penerbitan filem tempatan – Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) menyambut ulangtahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997.

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## Inspiring local Everest film to cost RM100mil



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KUALA LUMPUR: The success of a group of Malaysians in conquering the world's highest peak, Mount Everest, 25 years ago has inspired a local production company, Fullmoon Pictures (M) Sdn Bhd, to bring the amazing story to the big screen.

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The feature film, titled Peak Of Heaven, will also make history as being the most expensive film to date to produce at a cost of RM100 million.

Fullmoon Pictures co-founder and managing director, Izzat Hazim, said that the colossal budget was needed in order to fulfil its mission of presenting a world-class Malaysian product.

A significant portion of the budget would be going towards acquiring foreign expertise and the latest technology in filmmaking, he said.

## Inspiring local Everest film to cost RM100mil



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KUALA LUMPUR: The success of a group of Malaysians in conquering the world's highest peak, Mount Everest, 25 years ago has inspired a local production company, Fullmoon Pictures (M) Sdn Bhd, to bring the amazing story to the big screen.

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The feature film, titled Peak Of Heaven, will also make history as being the most expensive film to date to produce at a cost of RM100 million.

## RM100 juta untuk filem Everest



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Seluruh Malaysia terkejut! Diabetes mudah dirawat (lihat di sini)



© Provided by Berita Harian Lian Ker (empat dari kanan) bergambar bersama pendaki Gunung Everest pada majlis sambutan ulang tahun ke-25 Ekspedisi Gunung Everest 1997 di MATIC, Kuala Lumpur, baru-baru ini. Foto BERNAMA farihad@bh.com.my  
KUALA LUMPUR: Kejayaan rakyat Malaysia menawan puncak tertinggi dunia, Gunung Everest, 25 tahun lalu memberi inspirasi kepada sebuah syarikat produksi tempatan, Fullmoon Pictures (M) Sdn Bhd memindahkan lakaran sejarah itu ke layar perak.

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Lebih membanggakan, naskhah berjudul Peak of Heaven itu bakal menjadi filem termahal

## National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years



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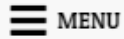
The Malaysia-Everest Expedition of 1997 climbers during the launching of The Summit-97 media franchise at Malaysia Tourism Centre (MaTic). — Picture by Hari Anggara

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KUALA LUMPUR, Feb 21 — In 1997, a team of ten Malaysians made history after they planted the 'Jalur Gemilang' on top of the world's highest mountain, Mount Everest.

## Kuala Lumpur Press

Berita Perniagaan Kuala Lumpur, Siaran Akhbar Korporat



### **‘Peak of Heaven’ movie reminds M’sians of ‘Malaysia Boleh’ spirit, says Deputy Sports Minister**

KUALA LUMPUR: The production of “Peak of Heaven”, a film that tells the trials and tribulations of a group of Malaysians in their quest to climb Mount Everest in 1997, is necessary to remind Malaysians of the “Malaysia Boleh” spirit, says Datuk Seri Ti Lian Ker.

The Deputy Youth and Sports Minister said the film was one of the best examples that portrays the Malaysian Family spirit as displayed by the ten climbers in the expedition 25 years ago.

He said the group comprised Malaysians from various states, backgrounds, and ethnicities, adding that their goal was not to earn glory for themselves but to scale Everest and raise the Jalur Gemilang.

He said this at a press conference after attending the 25th-anniversary celebration of the 1997 Mount Everest Expedition and launching The Summit-97 media franchise here Thursday (Feb 17).

He said the patriotism demonstrated by the expedition group should be commemorated as it captures the true spirit of the Malaysian Family. – Bernama

## SEARCH RESULTS FOR: PEAK OF HEAVEN

**'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister**

FEBRUARI 17, 2022

Tiada Ulasan

KUALA LUMPUR: The production of "Peak of Heaven", a film that tells the trials and tribulations of a group of Malaysians in their quest to climb Mount Everest in 1997, is necessary to remind Malaysians of the "Malaysia Boleh" spirit, says Datuk Seri Ti Lian Ker.

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## Selepas 25 tahun, RM100 juta kos angkat kejayaan Malaysia tawan Everest!

February 21, 2022 4:58 pm



Ekspedisi Gunung Everest pada 1997 disertai 10 pendaki terpilih bakal diangkat ke layar perak dengan kos penerbitan mencecah RM100 juta.

Naskhah berjudul *Peak of Heaven* terbitan syarikat produksi tempatan, Fullmoon Pictures (M) Sdn Bhd itu bakal menjadi filem termahal dalam sejarah perfileman negara.

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## 'PEAK OF HEAVEN' TAMPIL KISAH MENAWAN GUNUNG EVEREST

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**SEMPENA** menyambut ulang tahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997, syarikat penerbitan filem tempatan – Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) melancarkan francais media bernilai RM150 juta di bawah kempen "The SUMMIT-97".

Sehubungan itu juga, diumumkan perancangan menghasilkan filem berjudul 'Peak of Heaven' melibatkan artis-artis antarabangsa dengan kos penerbitan bernilai RM100 juta.



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## Filem 'Peak of Heaven' ingatkan rakyat Malaysia kepada semangat 'Malaysia Boleh'

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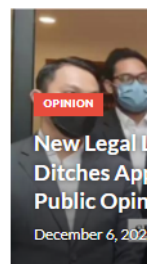
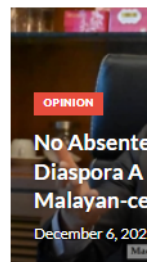
KUALA LUMPUR, 17 Feb — Penghasilan filem bertajuk 'Peak of Heaven' mengenai Ekspedisi Gunung Everest 1997 bagi mengenang jasa sekumpulan pendaki yang telah mengharumkan nama negara, adalah perlu bagi mengingatkan kembali rakyat Malaysia mengenai semangat 'Malaysia Boleh'.

Timbalan Menteri Belia dan Sukan Datuk Seri Ti Lian Ker berkata filem itu juga adalah salah satu contoh terbaik bagi menunjukkan semangat Keluarga Malaysia yang terpahat dalam diri 10 pendaki Gunung Everest pada ekspedisi itu 25 tahun lepas.

"Kumpulan itu melibatkan rakyat Malaysia dari seluruh negeri yang berlainan, pelbagai latar belakang, etnik dan sebagainya tetapi semangat kesamaan mereka bukan untuk mencari 'self glory' apa yang mereka mahu cuma nak mendaki untuk memacakkan Jalur Gemilang, itu menjadi matlamat mereka ketika itu," katanya.

Beliau berkata demikian dalam sidang media selepas menghadiri Majlis Sambutan Ulang tahun ke-25 ekspedisi Gunung Everest 1997 dan melancarkan francais media The Summit-97 di sini hari ini.

Katanya nilai dan semangat patriotik yang ditunjukkan kumpulan ekspedisi pendakian Gunung Everest



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## National climbers rejoice as success story of 1997 Malaysia-Everest expedition to come to life after 25 years | Malay Mail



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## 'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister

'Peak of Heaven' movie reminds M'sians of 'Malaysia Boleh' spirit, says Deputy Sports Minister

Ti Lian Ker, Youth And Sports Ministry

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The Star

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## Senator Dato' Sri Ti Lian Ker Embraces 25th Anniversary Of The Malaysian Expedition To Mt Everest 1997 & Launching Of The RM150 Mil "The Summit-97" Media Franchise

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mrem press release

🕒 February 17, 2022

By MREM Operations - 🌐 ✉️ 🕒 3 weeks ago

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**KUALA LUMPUR, Feb 17 (Bernama)** – Local producers – **Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures)** held a celebration to commemorate the 25th anniversary of Malaysia's successful ascent to Mount Everest in 1997. In conjunction with this celebration, they launched an **RM150 million** media franchise under **"The SUMMIT-97" campaign** in the presence of **YB Senator Dato' Sri Ti Lian Ker**, Deputy Minister of Youth and Sports (KBS); **YBrs. Tuan Zakaria Abdul Hamid**, Chairman of National Film Development Corporation Malaysia (FINAS); and other government officials, including High Commissioners and Ambassadors from various countries.

Starting their operations some four years ago, Fullmoon Pictures was moved by the stories of the local climbers and is set to bring justice to their heroic journey through life-threatening weathers and terrains, in an effort to put Malaysia on the map. Despite their tremendous efforts, many are unaware of this historic event; even Wikipedia has yet to recognize it. Hence, Fullmoon Pictures is embarking on a mission to raise awareness on this matter and allow for yet another reason for the rakyat to be proud of

### Adewira Perkasa

Thursday, February 17, 2022

#### SENATOR DATO' SRI TI LIAN KER MERAIKAN MAJLIS SAMBUTAN ULANGTAHUN KE-25 EKSPIDISI GUNUNG EVEREST 1997 & MELANCARKAN FRANCAIS MEDIA ' THE SUMMIT 97 " BERNILAI RM150 JUTA

KUALA LUMPUR, 17 Februari 2022 Syarikat penerbitan filem tempatan Fullmoon Pictures (M) Sdn. Bhd. (Fullmoon Pictures) menyambut ulangtahun ke-25 kejayaan Malaysia menawan puncak Gunung Everest pada tahun 1997.

Bersempena dengan sambutan ini, Fullmoon Pictures juga melancarkan francais media bernilai RM150 juta di bawah kempen "The SUMMIT-97 .

Dihadiri oleh Timbalan Menteri Belia dan Sukan, YB Senator Dato' Sri Ti Lian Ker dan Pengerusi Perbadanan Kemajuan Filem Nasional Malaysia (FINAS), Ybrs. Tuan Zakaria Abdul Hamid beserta beberapa kenamaan yang lain termasuk Pesuruhjaya Tinggi dan Duta-duta dari beberapa buah negara.

