

FOR IMMEDIATE RELEASE

EJEN **ALI** THE MOVIE

Watch the No. 1 local animated movie on ASTRO FIRST
Say No to Digital Piracy

KUALA LUMPUR, 27 FEBRUARY 2020 - Fans of the **EJEN ALI THE MOVIE** can now watch the blockbuster hit on Astro First [Channel 480 and On Demand at their convenience.](#)

EJEN ALI THE MOVIE which premiered on 29 November 2019, is jointly owned and co-produced by Primeworks Studios and WAU Animation and has had an incredibly successful run with RM 30.8 million box office sales, becoming the top local movie for 2019 as well as the number one local animated film of all time in Malaysia. Apart from becoming a phenomenal hit in Malaysia, the movie was also released in Singapore, Brunei, and Indonesia.

The release of the **EJEN ALI THE MOVIE** on Astro First will enable consumers to watch this amazing film in the comfort of their homes, both for those who missed the opportunity to watch it in the cinemas and for fans who wish to watch it again.

With the availability of **EJEN ALI THE MOVIE** to be enjoyed on Astro First at home, Primeworks Studios and WAU Animation would like to remind the general public to show appreciation to the hard-working men and women behind the movie by not downloading unauthorised links. Doing so will hurt the local content industry and hamper the development of future movies like **EJEN ALI THE MOVIE**, which in itself enabled companies and individuals to create production quality that has been acknowledged to be on par with the best on the global stage.



EJEN ALI THE MOVIE is powered by *Tenaga Nasional Berhad* and in partnership with *Mydin* and *PediaSure*, has collected over RM30.8 million box office since its theatrical release on 28 November 2019.

For more info and updates about **EJEN ALI THE MOVIE**, follow:

YouTube : www.youtube.com/ejenali

Facebook : www.facebook.com/ejenali

Instagram : www.instagram.com/ejen_ali

Twitter : www.twitter.com/ejen_ali

#EjenAliTheMovie #EjenAli #AniMY

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ABOUT PRIMEWORKS STUDIOS

Primeworks Studios is an established South-East Asian production company involved in the creative content business in every aspect of the media chain in TV and film production, content sales, film distribution and marketing, animation, talent management as well as licensing and merchandising. It is an award-winning content company producing over 3,000 hours of compelling content annually for a range of platforms including television, cinema and digital. The production house is the creative force behind a wide range of content genres including entertainment, animation, magazine, documentary, sports, and drama.

ABOUT WAU ANIMATION

WAU Animation is a CG animation studio formed on 18th March 2013 by a group of creative talents possessing up to 13 years' experience in producing multiple award-winning CG animated series and feature films. At the heart of WAU Animation is the desire to create animation that would move the audience. We aspire to tell amazing stories that are entertaining yet meaningful and inspiring, while at the same time fused with local essence as we strongly believe in putting forth our unique Malaysian identity.

ABOUT ASTRO FIRST

Astro First brings popular local and Asian movies straight from cinema to home, offering choice, great value, and convenience to everyone in the family. Available via Channel 480 and On Demand (for Astro connected boxes), the latest movies will be available for rent at RM15.00, and for audiences to watch repeatedly within a 48hrs time span.

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