



MEDIA RELEASE

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PMN UNDERGO MAJOR BRAND CHANGES FOR NIUFM AND RADIO 531PI

Pacific Media Network that operates Niu Fm, Radio 531pi, Pacific Radio News, and nine Pacific language programmes, has rolled out the new branding for the network.

The process for the changes took started in July 2018

CEO for PMN Patrick Lino says the new imaging enabled us to consolidate all our brands into one central focus, to stand out and cut across the two stations, our 9 languages and our news, and that's PMN.

"It's a major undertaking and we try to do this and still reflect on the legacy built by those who have gone before us."

The new brands are as follows:

Niu FM is now PMN Niu

Radio 531 pi is PMN 531

Pacific Radio News is PMN News

Language programmes:

Le Fofoa O Aotearoa is PMN Samoa

Na Domo I Viti e Aotearoa is PMN Fiji

Niue Ogo Motu is PMN Niue

Le'o e 'Out Felenite is PMN Tonga

Tabo Kiakia is PMN Kiribati

Te Sikugaleo Gali o Tuvalu is PMN Tuvalu

Te Kura Mareva is PMN Cook Islands

Te Vagana Tokelau is PMN Tokelau

Vois Bilong lumi is PMN Solomons

Patrick Lino says, like any image rebranding it will take time for our audience to absorb the change but with the support of our Trustees, we're confident that we are heading in the right direction.

ENDS

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