



Press Release

Outdoor Advertising Business Recorded a Turnover of RMB11 Million
In the First Monthh

Four Additional LED Screens Will Be Installed This Year

28 February 2010

Qin Jia Yuan Media Services Company Limited (Stock code: 2366; hereinafter referred to as the “Group” or “QJY”) is pleased to announce that it has in the last quarter of 2009 secured the exclusive advertising sales and marketing agent of eight outdoor LED which are also broadcasting news from Xinhua News Agency for an eight years term.

QJY further announces that the advertising sales result of the first month (December, 2009) after they signed the exclusive agent, traditionally a low season for the outdoor advertising business, has recorded advertising revenue of RMB11 million. The high season for outdoor advertising usually begins in March each year. The Group has confidence that the Xin Hua LED advertising revenue will exceed RMB100 million in 2010. Currently the six LED screens under QJY’s exclusive advertising sales and marketing agent are installed in prime locations in Beijing, Shanghai, Guangzhou and Chengdu. QJY also announces that four additional LED screens will be installed in the first half of 2010, with one in Shenzhen and three in Shanghai, all in prime locations to welcome the three major events in 2010, namely the World Expo in Shanghai, the Asian Games in Guangzhou and the 2010 FIFA World Cup. These developments will further boost the outdoor advertising revenue of exclusive LED screens with news contents by Xinhua News Agency, delivering an even stronger result in outdoor advertising.

QJY also announces that it has acquired 100% equity interests in Mega Faith Asia Outdoor Marketing Limited (萬信亞洲戶外推廣有限公司) (“Mega Faith”). Mega Faith was founded by Mr. Jansen Lau, who has 15 years of experience in operating outdoor advertising business in China and Singapore. Upon completion of the acquisition, Mr. Jansen Lau and the sales team will join QJY OOH Holding Company Limited (勤 + 緣戶外媒體控股有限公司) (“QJY OOH”), a wholly-owned subsidiary of QJY, taking charge of the management of the operation. Key advertising clients of Mega Faith will also be transferred to QJY OOH. Mr. Jansen Lau shall be appointed as the Chief Executive Officer of QJY OOH.