



**ANITA LEUNG BECOMES THE FIRST AUTHOR TO OWN AN E-BOOK SHOP IN CHINA
WITH EXPECTED TURNOVER OF OVER RMB30 MILLION IN 18 MONTHS**

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PRESS RELEASE

Qin Jia Yuan Media Services Company Limited (Stock Code: 2366, hereinafter referred to as the “Group” or “QJY”) is pleased to announce that on the 17th International Book Fair recently held in Beijing which focused on book digitalization, www.fanshu.com and DW Education Group Limited announced the grand opening of the exclusive e-book shop, “Anita Leung’s Book Shop”, for Leung Anita Fung Yee Maria. www.fanshu.com is the leading e-book website in China and Leung Anita Fung Yee Maria is a well-known author in Hong Kong. General Administrator of the General Administration of Press and Publication of China Mr. Liu Binjie attended the press conference in person and made a speech on the smooth development of the Chinese e-publishing industry. He also expressed his sincere congratulations to Anita Leung on her becoming the first author to own an e-book shop in China. Anita Leung is the founder and chief executive of the Group, which is vested with the global perpetual rights of the translation, adaptation and publication of over 100 works by Anita Leung.

QJY entered the cross-media industry in Mainland China successfully at the end of last year. While continuing the development of its core businesses of traditional TV program production and TV advertising, QJY also secured the exclusive advertising rights of Xinhua News Agency’s LED/LCD boards within China and became a cross holding shareholders with CBSO (Beijing) Limited 科倫比亞戶外傳媒廣播（北京）有限公司. In addition to the outdoor media services, QJY is also dedicated to explore the new media business. QJY aims at introducing the works of the authors, whose global perpetual rights of the translation, adaptation and publication of their works were held by the Group, to new media platform such as e-publishing, online publishing and online games. The work of Anita Leung is the very first move of the Group’s development in the new media business.

Anita Leung, being the Group’s chief executive, announced to stop writing for 10 years since the Group’s listing so as to focus on the development of QJY. Anita Leung said given that QJY has been on a successful track and is progressing towards global expansion, she could now resume her writing career, firstly by posting articles on the blog and microblog on www.sohu.com every day since 30th

August. Such blog has received a sponsorship of several millions yuan, and her publicity built on www.sohu.com will facilitate the development of “Anita Leung’s Book Shop” on www.fanshu.com.

The spokesman for QJY said the downloading fee of Anita’s Leung novels is RMB4 per piece, while it costs US\$0.99 for downloading via mobile network and the internet. Beside the income from mobile publishing, the works of Anita Leung will also generate incomes from the adaptation for TV dramas in forms of copyrights, scripts, sponsorships etc. Together with the income from traditional publishing, it is expected that the turnover will amount to over RMB30 million for this year and next year based on the existing contracts with distributors, advertising agencies and sponsors. Following the successful example of Anita Leung, QJY will continue to develop the new media business in respect of hundreds of works by various well-known authors under QJY.

With an annual turnover of over RMB75 billion, the new media platform of China has tremendous potentials for development and the prospects will be very promising.

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This release was issued by Trimaran Corporate Communications on behalf of Qin Jia Yuan Media Services Company Limited. For enquiries, please contact our Senior Account Executive, Canny Liu (Tel: 852-3101 4684).