

FOCUS MEDIA HONG KONG



PRESS RELEASE

**HONG KONG WHITE COLLARS' MOST FAVOURITE BRANDS CELEBRATED
AT THE INAUGURAL YOUR CHOICE @ FOCUS AWARDS PRESENTATION
CEREMONY**



Hong Kong, 15 October 2010 – Focus Media (“Focus Media”), Hong Kong's largest digital Out-of-Home (“OOH”) media company in terms of locations/venues, with a growing network at over 480 premium office buildings & shopping malls located in prime business districts and 200 of Mannings’ top health & beauty stores in terms of traffic, hosted its inaugural “Your Choice @ Focus - Hong Kong’s White Collars’ Most Favourite Brand Awards 2010” award presentation ceremony this afternoon. About 100 guests including CEOs, GMs, Marketing Directors, Media Directors and Creative Directors were present at the invitation-only event held at the Olympian City 2. Celebrities participated in the ceremony included Mandy Lieu, Annie Liu, Zoie Tam, Ma Kwok Ming, Law Chung Him, Jun Kung and Terence Yin.

The objective of the award is to publicly recognize and honour the brands that strive to provide quality products & services to their customers. Focus Media created the award to fully leverage on its extensive reach of over four million white-collar workers daily-traffic to give business executives the opportunity to vote for their most favourite brands. The Awards comprised of a three-week online voting campaign www.FMvote.com where business executives submitted their votes for their most favourite brands. A total of 105 brands under

21 categories were shortlisted for the voting, including the “Most Eco-Friendly” category for brands that are strongly committed to environmentally sustainable practices.

Mr. Eric Tam, General Manager of Focus Media, said, *“Notwithstanding the highly competitive media landscape, our Commercial network remains the sole digital OOH network that reaches to business executives at their workplace and our Retail network is the first and largest in-store digital network that reaches consumers at their Point-of-Sale. We are very excited to have created the opportunity for our viewers under our networks to vote for their most favourite brands and at the same time recognize the brands that have worked with us to reach this group of highly-desired but most elusive group of audiences”.*

The “Most Eco Friendly” Brand Award which gives tribute to the brand that has played the most active role in environmental protection and the development of social enterprise, went to Canon. Receiving the award, Mr. Kevin Kobayashi, President and CEO of Canon Hongkong Co., Ltd. said *“At Canon, we aim to reduce the environmental burdens in all stages of our product’s lifecycle. Canon’s Generation Green initiative is designed to provide business partners, customers and consumers a way to identify and learn about the various green products and solutions Canon offers; for example, possible cost savings through energy efficiency. We will continue to create products that are considerate to people and the global environment. We are truly honoured to be voted by Hong Kong white collars’ as their most Favourite Eco-Friendly brand. This will encourage us to do more for our environment”.*

Since 2004, Focus Media has pioneered this unique platform and has provided entertainment/infotainment to a vast majority of White Collar workers at their workplace. Currently the growing network, uniquely deployed at elevator lift lobbies, extends to over 65% of all White Collar workers in the prime business districts. Combining the power of Sight & Sound, the network reaches affluent consumers in a captive environment, providing an unique advertising opportunity for numerous advertisers. In addition, its Internet-delivered, “real-time” broadcasted In-store digital network deployed at 200 of Mannings’ top health & beauty stores in terms of traffic, provides a highly-effective Point-of-Sale advertising platform for brands sold at the Mannings stores.

According to the latest PricewaterhouseCoopers’ annual global forecast for the Entertainment and Media industry, digital billboards is the principle driver-of-growth for OOH, the second fastest growing advertising medium, after the Internet, and OOH is being transformed by the deployment of digital billboards and the expansive of captive video networks.

List of awards:

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Cleansing Oil**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Beauty Center**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Hydrating Skincare Product**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Eye Cream**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Mascara**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Men's Skincare Product**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Tissue Paper**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Credit Card**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Personal Loan Service**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Mobile Banking**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Personal Banking Service**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Premier Financial Service**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Seafood Restaurant**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Chinese Health Supplement**" Brand Award 2010
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Red Ginseng**" Brand Award 2010

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite **"Snacks"** Brand Award 2010
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite **"Electrial Appliances Retail Chain Store"** Brand Award 2010
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite **"Smart Phone"** Brand Award 2010
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite **"Mobile Communication Service"** Brand Award 2010
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite **"Storage Service Provider"** Brand Award 2010
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite **"Eco Friendly"** Brand Award 2010
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About Focus Media Hong Kong Limited

Launched in April 2004, Focus Media Hong Kong is a pioneer in the next-generation digital Out-Of-Home (OOH) media sector and the largest OOH media company in Hong Kong in terms of locations/venues. The Focus Media network is also available in Singapore, China, Taiwan, Indonesia, India, Malaysia, Vietnam, Philippines, Australia, the Gulf States, Russia and Latin America. In 2007, the China operations became the first Chinese media company to be admitted to the NASDAQ-100 index.

More information on web portal: www.FocusMedia.tv.

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