

FOCUS MEDIA SINGAPORE

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PRESS RELEASE

BRANDS AND CELEBRITIES GALORE AT YOUR CHOICE @ FOCUS – SINGAPORE

PMEBS' MOST FAVOURITE BRAND AWARDS 2012 PRESENTATION CEREMONY



Singapore, 4 July 2012 – Focus Media Singapore (“Focus Media”), a wholly-owned subsidiary of Hong Kong Stock Exchange listed Focus Media Network Limited (HKSE:8112), the largest digital Out-of-Home (“OOH”) media company in Singapore and Hong Kong by the number of venues in which the company deploys its digital flat-panel displays, hosted its second-running of Your Choice @ Focus – Singapore PMEBS’ Most Favourite Brand Awards 2012 Presentation Ceremony this afternoon at The Central, Gallery.

About 120 guests including CEOs, general managers, marketing directors, and media directors and creative directors from the leading advertising agencies were present at

the invitation-only event. Celebrities who made special guest appearances included FLY Entertainment host and artiste Ms Gina Guo, FLY Entertainment founder and CEO Ms Irene Ang, and other FLY Entertainment artistes such as Ms Liz Lo, Mr Benjamin Heng, Mr Bobby Tonelli, Mr Henry Golding and Mr Jimmy T.

The objective of the award is to give recognition to exemplary brands that strive to provide quality products & services for their customers. Focus Media created the Award to fully leverage on its extensive reach of almost 3 million PMEB daily-traffic; offering the professionals, managers, executives and business (“PMEBs”) the opportunity to vote for their most favourite brand across various categories. The Awards comprised of a three-week-long voting campaign in June where PMEBS in Singapore submitted their votes online at www.FMVote.com for their most favourite brands. A total of 79 brands in some 20 categories were shortlisted for the Awards.

Ms Audrey Chee, General Manager of Focus Media Singapore, said, “Focus Media is very encouraged by the resounding feedback we have received at our inaugural Your Choice @ Focus – Singapore PMEBS’ Most Favourite Brand Awards 2011. Brands have seen more positive responses from their campaigns, especially among the PMEBS. In response to the popularity of the Award, this year, we beefed up the total number of categories nominated for the Awards so that more brands can be recognized with this premium accolade. Through the strategic leverage of our eminent presence and reach among the PMEBS at their workplace, we are very excited to continue to provide the opportunity to our audience under our network to vote for their most favourite brand across the selected categories and, at the same time, recognize the brands that have worked with us to reach this highly-desired but most-elusive group of audience.”

Added Ms Chee, “This year, with the growing awareness and advocating for environmentally-friendly products, we specifically added one more category to acknowledge and appreciating companies, especially the automobile makers, in their commitment and efforts towards green technology innovation and development. We are confident that this will encourage more companies to adopt more environmentally-friendly practices with their product offerings.”

Since 2005, Focus Media has pioneered the unique business model of deploying flat-panel digital displays at lift lobbies of premium office buildings and shopping malls and has provided entertainment / infotainment to a vast majority of PMEBs at their workplace. Currently, the growing network, reaches to over 50% of all PMEBs in the prime business districts and business/science parks. Combining the power of Sight and Sound, the network reaches affluent consumers in a captive environment, providing a unique advertising opportunity for numerous advertisers. In addition, its Internet-delivered, “real-time” broadcast In-store digital network deployed at 50 of Watsons’ top personal care stores in terms of customer patronage, provides a highly effective Point-Of-Sale advertising platform for brands sold at Watsons stores.

Focus Media screens are also deployed at all Housing Development Board’s neighbourhood shopping malls and over 40 Singapore Post retail offices.

List of awards:

1. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Air Conditioner**” Brand Award 2012 – **Daikin Airconditioning (Singapore) Pte Ltd**
2. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Beer**” Brand Award 2012 – **Heineken**
3. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Budget Airline**” Brand Award 2012 – **Scot**
4. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Casual Dining Restaurant Chain**” Brand Award 2012 – **Fish & Co Restaurants Pte Ltd**
5. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Chocolate**” Brand Award 2012 – **Cadbury**
6. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Coffee Machine**” Brand Award 2012 – **Nescafé Alegria**
7. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Credit Card Issued By Foreign Bank**” Brand Award 2012 – **Maybank**
8. Your Choice @ Focus – Singapore PMEBs’ Most Favourite “**Green Car Of The Year**” Brand Award 2012 – **Infiniti M35 Hybrid**

9. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Life Insurance**” Brand Award 2012 – **Tokio Marine Life Insurance Singapore Ltd**
10. Your Choice @ Focus – Singapore PMEBS' Most Favourite “Your Choice @ Focus – Singapore PMEBS' Most Favourite “Luxury Sedan” Brand Award 2012 – **Kia Optima K5**
11. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Mobile Smart Phone**” Brand Award 2012 – **HTC**
12. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Mouth Rinse**” Brand Award 2012 – **Listerine**
13. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Muscle Pain Relief**” Brand Award 2012 – **Ammeltz Yoko Yoko**
14. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Notebook**” Brand Award 2012 – **Hewlett-Packard Singapore**
15. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Online Trading**” Brand Award 2012 – **E*TRADE Financial**
16. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Privilege Banking**” Brand Award 2012 – **Citigold**
17. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Telecommunications Service Provider**” Brand Award 2012 – **Singapore Telecommunications**
18. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Toothpaste**” Brand Award 2012 – **Darlie**
19. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Travel Luggage**” Brand Award 2012 – **Samsonite Singapore Pte Ltd**
20. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Television Panel**” Brand Award 2012 – **Panasonic Smart Viera**

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About Focus Media Network Limited (HKSE: 8112)

Focus Media Network is a well-established digital Out-of-Home media company in Hong Kong and Singapore, with an operating history since April 2004. The Group pioneered the concept of creating a sizeable network of flat-panel displays in elevator lobbies of office and commercial buildings to sell advertisement. In terms of the number of venues, Focus Media Network is the largest digital OOH media company that has created a sizeable network in elevator lobbies of office and commercial buildings in Hong Kong and Singapore. More information on web portal: www.FocusMedia.tv.