

**FOR IMMEDIATE RELEASE**

**HONG KONG WHITE COLLARS' MOST FAVOURITE BRANDS CELEBRATED AT THE  
THIRD SEASON OF YOUR CHOICE @ FOCUS AWARDS PRESENTATION CEREMONY 2012**



**Hong Kong, 10 September 2012** – Focus Media Hong Kong (“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 Hong Kong and Singapore by the number of venues in which the company deploys its digital flat-panel displays, hosted its third-running of Your Choice @ Focus - Hong Kong’s White Collars’ Most Favourite Brand Awards 2012 Presentation Ceremony this afternoon at the Windsor House.

About 100 guests including CEOs, general managers, marketing directors, media directors and creative directors from the leading advertising agencies were present at the invitation-only event. Celebrities who made special guest appearance included Raymond Wong, Jessica C, Abella Leung and Yuri Chan.

The objective of the award is to publicly recognize and honour exemplary brands that strive to provide quality products & services to their customers. Focus Media created the Award to fully leverage on its extensive reach of white-collar workers to give business executives the opportunity to vote for their most favourite brands across various categories. The Awards comprised of a three-week long online voting campaign [www.FMvote.com](http://www.FMvote.com) where business executives submitted their votes for their most favourite brands. A total of 100 brands under 25 categories were shortlisted for the Awards.

Mr Eric Tam, General Manager of Focus Media, said, “Focus Media is very encouraged by the resounding feedback we have received at our previous two seasons of Your Choice @ Focus – Hong

*Kong's White Collars' Most Favourite Brand Awards. Brands have seen more positive responses from their campaigns, especially among the white collars and business executives. 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 white collars and business executives 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."*

Since 2004, Focus Media has pioneered the unique business model of deploying flat-panel digital displays at elevator lobbies of premium office buildings and shopping malls and has provided entertainment/infotainment to a vast majority of White Collar workers at their workplace. Currently, the growing digital OOH network reaches to almost 600 premium office and commercial buildings in the prime business districts. Combining the power of Sight & 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" 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.

#### **List of Winners:**

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Whitening Serum Product**" Brand Award 2012 : **Clinique**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Moisturizer**" Brand Award 2012 : **Laneige**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**EyeCare Product**" Brand Award 2012 : **Ingrid Millet**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Fashion**" Brand Award 2012 : **Giordano Ladies**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Kitchen Appliance**" Brand Award 2012 : **TGC**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Vitamin**" Brand Award 2012 : **Redoxon**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Eczema Product**" Brand Award 2012 : **Atopiclair**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Smart Phone**" Brand Award 2012 : **Samsung Electronics**

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Tablet**" Brand Award 2012 : **Samsung Electronics**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Automobile**" Brand Award 2012 : **Volkswagen**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Credit Card**" Brand Award 2012 : **Compass Visa**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Tissue Paper**" Brand Award 2012 : **Tempo**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Business Fiber Broadband & Cloud Service**" Brand Award 2012 : **Wharf T&T**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Glucosamine Joint Supplement**" Brand Award 2012 : **Webber Naturals**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**MPF Company**" Brand Award 2012 : **Bank Consortium Trust Company Limited**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Male Shaver**" Brand Award 2012 : **Braun Series 7**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Ultra UV Safe Optical Lens**" Brand Award 2012 : **Essilor**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Bladder Weakness Protection Product**" Brand Award 2012 : **Tena**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Cough Syrup**" Brand Award 2012 : **Madame Pearl's Cough Syrup N10**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Muscle Relaxer**" Brand Award 2012 : **Tiger Balm**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Health Supplement**" Brand Award 2012 : **Centrum Multivitamins & Minerals Tablets**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Eye Supplement**" Brand Award 2012 : **Eye Young**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Diet Supplement**" Brand Award 2012 : **G5 Belly Cut**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Chinese Herb Doctor & Servicing**" Brand Award 2012 : **Harmonic Health Chinese Medicine & Pharmaceutical Group**

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Seafood Restaurant**" Brand Award 2012 : **Super Star Seafood Restaurant**
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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 only 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](http://www.FocusMedia.tv)

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