

FOCUS MEDIA HONG KONG

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**HONG KONG WHITE COLLARS' MOST FAVOURITE BRANDS CELEBRATED AT THE
FOURTH SEASON OF YOUR CHOICE @ FOCUS AWARDS PRESENTATION CEREMONY 2013**



Hong Kong, 9 September 2013 – 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 fourth-running of Your Choice @ Focus - Hong Kong’s White Collars’ Most Favourite Brand Awards 2013 Presentation Ceremony at the Windsor House on 6 September 2013.

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 Ms Christine Kuo, Mr Jason Chan and Ms Stephanie Cheng.

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 where business executives submitted their votes for their most favourite brands. A total of 92 brands under 23 categories were shortlisted for the Awards.

Mr Ray Lee, Managing Director of Focus Media Hong Kong and Singapore, said, "Business executives is the highly-desired but yet the most difficult group to reach by traditional media. Focus Media has pioneered a new window that combines the power of television with its unique captive environment and effectively delivers to advertisers this highly-desired group of business executives and affluent consumers. We are very excited to launch the fourth season of "Your Choice @ Focus" Award to allow our viewers to vote for their most favourite brands."

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 more than 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 "**Airline**" Brand Award 2013 : **Emirates Airline**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Automobile (Hatchback)**" Brand Award 2013 : **Volkswagen**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Banking Services**" Brand Award 2013 : **Standard Chartered Bank (Hong Kong) Limited**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Credit Card**" Brand Award 2013 : **Compass Visa**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Business Fiber Broadband & Cloud Service**" Brand Award 2013: **Wharf T & T**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Professional Mirrorless Interchangeable-Lens Digital Camera**" Brand Award 2013: **FujiFilm**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Kitchen Appliance**" Brand Award 2013 : **TGC**

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Tissue Paper**” Brand Award 2013 : **Tempo**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**MPF Company**” Brand Award 2013: **BCT Financial Limited**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Vitamin**” Brand Award 2013: **Redoxon**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Eye-care Supplement**” Brand Award 2013 : **Eye Young**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Allergy Reliever Product**” Brand Award 2013 : **Avamys**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Scar Removal Product**” Brand Award 2013: **Dermatix Ultra**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Glucosamine Joint Supplement**” Brand Award 2013 : **Webber Naturals**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Slimming Product**” Brand Award 2013: **Zhu Zhu Trimming Tea**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Moisturizer**” Brand Award 2013: **Clinique**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Moisturizing Lotion**” Brand Award 2013 : **Hada Labo**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Adult Milk Powder**” Brand Award 2013: **Nestle Carnation**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Healthy Cereal Product**” Brand Award 2013 : **Quaker**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Full UV Protection Digital Optical Lens**” Brand Award 2013: **Essilor**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Tablet**” Brand Award 2013: **Samsung Electronics**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Eco Friendly Recycle Paper**” Brand Award 2013: **Excelpro**

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Chinese Online Video Portal**”
Brand Award 2013: **Youku Tudou Inc**

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.com

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