

FOCUS MEDIA HONG KONG

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FOR IMMEDIATE RELEASE

HONG KONG WHITE COLLARS' MOST FAVOURITE BRANDS CELEBRATED AT THE FIFTH SEASON OF YOUR CHOICE @ FOCUS AWARDS PRESENTATION CEREMONY 2014



Hong Kong, 18 September 2014 – 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). 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 and over 100 residential buildings located in different 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. Besides digital flat-panel displays, Focus Media has expanded the advertising network to the poster on wall and 12-sheet advertising in MTR stations, and outdoor billboards.

Focus Media hosted its fifth-running of Your Choice @ Focus - Hong Kong’s White Collars’ Most Favourite Brand Awards 2014 Presentation Ceremony at the Windsor House on 18 September 2014.

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 Stephanie Cheng, Ms Evelyn Choi and Super Girls.

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 84 brands under 21 categories were shortlisted for the Awards.

Ms Kion Cheung, General Manager of Focus Media Hong Kong, "We are pleased to host the fifth-running of Your Choice @ Focus - Hong Kong's White Collars' Most Favourite Brand Awards. We held the award aiming to have a channel that can truly represent the white collars. Letting the public know what are their favourite brands. I am pleased to see the legitimacy of the award and hoping more brands from different categories will participate in coming years.

List of Winners:

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Business Document Management Solution**" Brand Award 2014 : **Canon**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Credit Card**" Brand Award 2014 : **Compass Visa**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Mask**" Brand Award 2014 : **Dr. Morita**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Eye Essence Product**" Brand Award 2014 : **MEDiPLUS Dark Circle Remover**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Mineral Water**" Brand Award 2014 : **Evian**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Eye-care Supplement**" Brand Award 2014 : **Eye Young**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Stylish Digital Camera**" Brand Award 2014 : **Fujifilm**
- Your Choice @ Focus - Hong Kong White Collar's Most Favourite "**Popular Slimming Product**" Brand Award 2014 : **G6 Belly-cut**

- Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Cartilage Repair Product**” Brand Award 2014 : **Good Joint**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Moisturizing Lotion**” Brand Award 2014 : **Hadalabo**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Acne Removal Product**” Brand Award 2014 : **Herb’s Propolis Extract**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Coffee Shop**” Brand Award 2014 : **Holly Brown Coffee**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Lip Care**” Brand Award 2014 : **Mentholatum Lip Pure**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Multi-Modal Tertiary Institution**” Brand Award 2014 : **The Open University of Hong Kong**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Healthy Cereal Product**” Brand Award 2014 : **Quaker**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Eye Care Product**” Brand Award 2014 : **Rohto Eye Drops**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Cruise Holidays**” Brand Award 2014 : **Star Cruises**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Tissue Paper**” Brand Award 2014 : **Tempo**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Kitchen Appliance**” Brand Award 2014 : **TGC**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Glucosamine Joint Supplement**” Brand Award 2014 : **Webber Naturals**
 - Your Choice @ Focus - Hong Kong White Collar's Most Favourite “**Business Fiber Broadband & Cloud Service Brand**” Brand Award 2014 : **Wharf T&T**
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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.com

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