

FOCUS MEDIA SINGAPORE



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PRESS RELEASE

**SINGAPORE PMEBS' MOST FAVOURITE BRANDS CELEBRATED AT THE
INAUGURAL YOUR CHOICE @ FOCUS AWARD PRESENTATION CEREMONY**



Singapore, 4 May 2011 – Focus Media Singapore (“Focus Media”), Singapore’s largest digital Out-of-Home (OOH) media company in terms of locations/venues, with a growing network of 288 premium office buildings & shopping malls located in prime business districts, all 21 HDB neighbourhood shopping centers and 50 of Watsons’ top personal care stores in terms of customer patronage, will host its inaugural Your Choice @ Focus – Singapore PMEBS’ Most Favourite Brand 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 Great World City Shopping Mall Atrium. Celebrities who made special guest appearances at the event included FLY Entertainment host and artiste Ms Pamelyn Chee and other FLY Entertainment artistes such as Ms Irene Ang, Ms Stephanie Carrington, Ms Rebecca Tan, Ms Adele Wong and Mr Alaric Tay.

The objective of the award is to publicly recognize and honour brands that strive to provide quality products & services for their customers. Focus Media created this Award to fully leverage on its extensive reach of over 2.8 million PMEB daily-traffic, offering PMEBs the opportunity to vote for their most favourite brands across various categories. The Award comprised of a two-week-long voting campaign where professionals, managers, executives and businessmen (PMEBs) in Singapore submitted their votes online at www.FMVote.com for their most favourite brands. A total of 65 brands in some 14 categories were shortlisted for the Award.

Mr Ray Lee, General Manager of Focus Media Singapore, said, "Focus Media has been the single largest digital OOH network that reaches precisely the PMEBs at their workplace. We are very excited to have created the opportunity for 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 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.

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 Internet, and that OOH is being transformed by the deployment of digital billboards and the expansive of captive video networks.

List of awards:

1. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Air Conditioner**” Brand Award 2011 – **Daikin Airconditioning (Singapore) Pte Ltd**
2. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Camcorder**” Brand Award 2011 – **Canon Legria**
3. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Courier Services**” Brand Award 2011 – **FEDEX**
4. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Credit Card issued by Foreign Bank**” Brand Award 2011 – **Maybank**
5. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Digital compact camera**” Brand Award 2011 – **Sony Cyber-shot**
6. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Digital SLR Camera**” Brand Award 2011 – **Nikon**
7. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**European Airline**” Brand Award 2011 – **FINNAIR**
8. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Fashion Footwear**” Brand Award 2011 – **ALDO**
9. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Fast Food Restaurant Chain**” Brand Award 2011 – **McDonald's**
10. Your Choice @ Focus – Singapore PMEBS' Most Favourite “Your Choice @ Focus – Singapore PMEBS' Most Favourite” Brand Award 2011 – **L'Oreal Paris**
11. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Health and Wellness**” Brand Award 2011 – **OTO Bodycare**
12. Your Choice @ Focus – Singapore PMEBS' Most Favourite “**Men Skincare**” Brand Award 2011 – **L'Oreal Paris**

13. Your Choice @ Focus – Singapore PMEBS’ Most Favourite “**Skincare for Sensitive Skin**” Brand Award 2011 – **Physiogel**
14. Your Choice @ Focus – Singapore PMEBS’ Most Favourite “**Telecommunications Service Provider**” Brand Award 2011 – **Singtel Mobile**

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About Focus Media Singapore Limited

Launched in January 2005, Focus Media Singapore is a pioneer in the next-generation digital Out-Of-Home (OOH) media sector and the largest OOH media company in Singapore in terms of locations/venues. The Focus Media network is also available in Hong Kong, China, Taiwan, Indonesia, India, Malaysia, Vietnam, Philippines, Australia, the Gulf States, Russia and Latin America

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