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REDGATE MEDIA ACQUIRES INTEREST IN MEDIA2U, A BEIJING-BASED PRINT MEDIA COMPANY, LAUNCHING THREE NEW MAGAZINES IN THE PROCESS

Redgate Media has just completed the acquisition of a significant stake in Media2U, a Beijing-based print media company. Media2U currently cooperates with global media companies like Time Warner, with whom it represents the interests of the leading U.S. magazine *Popular Science* in China. Media2U has just announced the launch in China of three new magazines, in addition to *Popular Science China*, and they include: *T3*, *Digital Camera*, and *Top Gear*.

- **T3** – Bringing you “Tomorrow’s Technology Today,” *T3* is a leading technology publication published by Future Networks in the UK, and a favourite choice of advertisers targeting affluent early-adopters of technology.
- **Digital Camera** – Also from Future Networks, *Digital Camera* brings readers the latest in digital camera reviews, tutorials, and digital photography and software techniques.
- **TopGear** – Britain’s leading automotive title, *TopGear* is a household word thanks to the strong support of its publisher, the BBC, and a successful syndicated television programme. Amongst a strong field of competitors, *TopGear* continually distinguishes itself as the market leader in the U.K.

The launch of three new magazine titles in China, in addition to *Popular Science China*, will strengthen Media2U’s leadership position in lifestyle print media, offering advertisers a wide range of marketing opportunities across various demographics and geographies. With China’s consumer spending levels at all-time highs, particularly in such areas as personal technology and automobiles, the market is embracing lifestyle magazines with enthusiasm.

Peter Brack, Chairman & CEO of Redgate Media said, “We are very pleased to be partnered with Media2U. As Redgate Media grows, we now have a significant print media and advertising sales platform in China, and we intend to add other exciting companies to our growing list of partners.”

Ory Li, Vice-President, International, of Media2U said, “Media2U is excited to be associated with Redgate Media. We now have the ability to add more magazines to our group, and are looking forward to the cross-selling opportunities with future Redgate Media companies.”

Redgate Media is a media investment group based in Hong Kong and Beijing.