

## **Redgate Media Announces Interactive Media & Radio Investment in China**

### **“Expansion of Program Services”**

(Hong Kong & Beijing, 6 November 2007) – **Redgate Media Inc.** (“Redgate”), a leading media consolidator in Greater China, has just announced an investment through its partner, **展鹏万里国际广告（北京）有限公司** (“Wanli”) into **Breeze Media** (北京美意新风传媒科技有限责任公司) (“Breeze Media”).

Breeze Media is a leading interactive radio content company in China, currently helping to produce four hit programs each day with strong plans for expansion. These programs are syndicated to over 70 markets nationwide, including Beijing Music Radio, China’s leading music radio channel, as well as across the mobile and fixed-line Internet. Breeze Media effectively helps build Web 2.0 communities around sticky content like the Olympics, personal relationships, and more by bridging the gap between traditional and new media. This very popular content uses traditional radio programs to attract and encourage users to participate through the web or through their mobile phones, attracting thousands of fans to call, text, or e-mail every day as they listen to their radios or join the programs’ online community.

Peter Brack, CEO of Redgate, said, “We couldn’t be more pleased to work with Breeze Media. Building upon our existing investments in the radio and advertising sectors through our partner Wanli, we hope to be able to expand the Breeze Media programming lineup and network coverage dramatically in the near future.”

### **About Redgate Media Inc.**

Redgate Media is a leading cross-media company in China, delivering a nationwide footprint to advertisers via print, radio, Internet, and soon through outdoor media. Redgate’s media units reach over 100,000,000 consumers in over 200 markets across China, offering advertisers a broad network of options to target their customers. Redgate and its partner companies currently work with hundreds of blue-chip multinational and domestic advertisers in China’s fast-growing consumer marketplace.

Redgate, through its partner Wanli, has investments in radio program production, syndication, and advertising sales in China. Redgate is also a major shareholder of One Media Group (0426.HK), one of China's largest magazine groups, listed in Hong Kong.

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