

Redgate Media Announces Public Relations & Event Marketing Acquisition in China

“360 Degree Client Services”

(Hong Kong & Beijing, 15 February 2008) – **Redgate Media Inc.** (“Redgate”), a leading integrated media, entertainment, and advertising company in Greater China, has just announced an acquisition of **Alliance Online Advertising Company Ltd.** (联盟在线 广告有限公司 (“Alliance”).

Alliance is a leading public relations and event marketing company based in Beijing, China. Alliance’s client base includes both domestic and multinational corporations to whom the company provides PR and event marketing services such as corporate communications, product marketing and promotion, and event management. Alliance focuses on providing clients with a total marketing and branding solution, from event planning, to launching new products, to managing media and communications strategies.

“Alliance’s high-end services are exactly what Redgate’s advertising clients are looking for, providing them with comprehensive advertising, marketing, and promotion solutions in China,” said Peter Brack, Chairman & CEO of Redgate. “The addition of Alliance to our platform greatly enhances the competitiveness of Redgate’s ‘one-stop shop’ offering for advertisers,” added Mr. Brack.

About Redgate Media Inc.

Redgate Media is a leading integrated media, entertainment, and advertising company in China, delivering a nationwide footprint to advertisers via print, radio, Internet, and outdoor media. Redgate’s media divisions 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 also operates outdoor advertising

networks across China catering to high-end consumer demographics. Redgate is a major shareholder of One Media Group (0426.HK), one of China's largest magazine groups, listed in Hong Kong.

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