

## Redgate Media Announces Executive Appointment

### “Senior Media Executive to Lead Redgate Operations”

(Hong Kong & Beijing, 31 March 2008) – **Redgate Media Inc.** (“Redgate”), a leading integrated media, entertainment, and advertising company in Greater China, has just announced that Mr. Anthony Wang (王清淳) has joined Redgate as Chief Operating Officer (“COO”).

Most recently, Mr. Wang ran day-to-day advertising operations at the Rayli Group, a subsidiary of G&J Media Publishing, the magazine division of Bertelsmann AG and one of China’s largest magazine publishers. Mr. Wang oversaw 100 advertising salespeople in three cities and a budget that represented approximately 20% of the spending on magazine advertising in China. In addition, Mr. Wang was responsible for cross media sales, helping to package Rayli’s traditional magazine advertisements with other types of media. Prior to Rayli, Mr. Wang was vice president of sales and marketing Shanghai Holdfast Group, where he helped the online gaming company develop their media properties’ advertising value to the point where the company was acquired by Shanda (Nasdaq: SNDA).

Mr. Wang was also General Manager of Media Business at Yahoo! China, developing integrated advertising and content platforms.

Mr. Wang began his media career as an account executive at Bridge / J. Walter Thompson in Beijing.

“We are very pleased to have Anthony on board as COO,” said Peter Brack, Chairman & CEO of Redgate. “With Anthony’s strong advertising sales background at Yahoo! China and Rayli, coupled with his focus on integrating cross-media operations, he makes the perfect addition to the Redgate senior management team,” 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. In addition, Redgate offers customized PR & Event Marketing services to all its clients as part of its integrated services package. 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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