

## Redgate Media Announces Executive Appointment

### “Seasoned Outdoor Media Executive to Lead Redgate Outdoor”

(Hong Kong & Beijing, 25 February 2008) – **Redgate Media Inc.** (“Redgate”), a leading integrated media, entertainment, and advertising company in Greater China, has just announced that Ms. Rena Geng (耿榕) has joined Redgate as President – Redgate Outdoor.

Most recently, Ms. Geng was the National Sales Director for JC Decaux in China, focusing on their largest clients and their core subway advertising business in 7 major cities including Beijing, Shanghai, and Guangzhou. Ms. Geng’s responsibilities included leading a national outdoor ad sales team, developing key client accounts, and liaising with the major advertising agencies. Ms. Geng began at JC Decaux as Deputy General Manager for their Tianjin operations. Previously, Ms. Geng spent six years as the General Manager of Beijing Taihe Jingdian Advertising, There, Ms. Geng presided over the launch and operation of two magazines, an event management business, and the advertising sales of the Beijing subway.

“Rena Geng is a strong addition to our corporate team, and we’re pleased to have her on board” said Peter Brack, Chairman & CEO of Redgate. “With the recent acquisitions of Hong Men and FLOG, and more on the way, we welcome Rena’s experiences in joining us to lead Redgate Outdoor through its next phase of growth,” 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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