

Redgate Media Announces Outdoor Media Acquisition in China

“High-End Residential Community Advertising”

(Hong Kong & Beijing, 11 January 2008) – **Redgate Media Inc.** (“Redgate”), a leading media consolidator in Greater China, has just announced an acquisition of **Shanghai Hong Men Advertising (上海宏门广告有限公司)** (“Hong Men”).

Hong Men is a leading outdoor display advertising company in Shanghai, China, focused on advertising to affluent consumers in Shanghai. Hong Men’s network of billboards includes hundreds of Shanghai’s most prestigious residential addresses, where their light-box advertisements maintain high visibility in outdoor public areas where they are seen by residents several times each day. Hong Men’s client base includes a host of domestic and international luxury and consumer goods advertisers and advertising agencies, and the company is poised for growth, planning to double its existing light-box inventory this year.

“Hong Men is an important part of Redgate’s strategy to broaden our platform to outdoor media, and we are very pleased to have such a strong presence in the important advertising market of Shanghai,” said Peter Brack, Chairman & CEO of Redgate. He continued, “Hong Men is one of the leading outdoor companies in Shanghai’s high-end community advertising business, and we look forward to continuing our expansion in outdoor on top of this strong foundation.”

This acquisition follows on the heels of the acquisition of FLOG Media, one of China’s leading outdoor sports venue display advertising companies, which is also based on Shanghai. FLOG serves a national network of billboards to domestic and international luxury and consumer goods advertisers and advertising agencies, similar to Hong Men.

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 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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