

Redgate Media Announces Executive Appointment

“Industry Expert to Lead Redgate Radio Group”

(Hong Kong & Beijing, 10 April 2008) – **Redgate Media Inc.** (“Redgate”), a leading integrated media, entertainment, and advertising company in Greater China, has just announced the appointment of Ms. Louise Lu as President – Redgate Radio. Redgate Radio is a diversified radio business that includes programming, syndication, advertising sales, and online and mobile streaming.

Ms. Lu most recently served as a General Manager of radio for Adrep China Advertising the China subsidiary of Astro, the Malaysian media conglomerate, helping Astro to build up a presence in radio in China. Previously, Ms. Lu was the operations director for Mojo Media in Shanghai in charge of the operations of the Jiangsu Music Radio Station (FM 89.7). Prior to that, Ms. Lu was the Sales and Client Service Director for Virgin Radio Asia, where she was responsible for advertising sales and marketing and promotion on behalf of Virgin’s radio station partners.

“Louise is a strong addition to the Redgate team, and we are very pleased to have her on board to lead our rapidly expanding radio group,” said Peter Brack, Chairman & CEO of Redgate. He continued, “Given her breadth of experiences with Virgin, Astro, and Mojo, I have no doubt that Louise will be able to drive tremendous growth in our radio division.”

About Redgate Media Inc.

Redgate Media is a leading integrated media, entertainment, and advertising company in China, delivering a nationwide footprint to advertisers via television, 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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