

Redgate Media Announces Out-Of-Home Media Acquisition

“Multi-City Out-of-Home Advertising Display Network”

(Hong Kong & Beijing, 25 April 2008) – **Redgate Media Inc.** (“Redgate”), a leading integrated media, entertainment, and advertising company in Greater China, has announced that it has agreed to acquire **MediaShell**.

MediaShell is a leading out-of-home advertising company that specializes in poster networks in office buildings, shopping malls, and residential buildings. The company covers over 500 locations each in Beijing, Shanghai, and Shenzhen, with an additional 1,200 locations in Guangzhou, giving it a solid reach to China’s most affluent demographics, both at home and in the workplace.

“MediaShell is a real innovator in the out-of-home segment, and we are looking forward to adding their solid coastal city coverage to our Redgate Outdoor platform” said Peter Brack, Chairman & CEO of Redgate. “Advertisers have embraced the idea of out-of-home advertising in China, and we’re looking forward to enhancing our offering through MediaShell’s broad network,” 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 television, radio, Internet, outdoor, and print 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 can also offer customized PR & Event Marketing services to clients as part of an 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.

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