

Redgate Media Announces Outdoor Media Acquisition

“Key Nationwide Outdoor Advertising Player”

(Hong Kong & Beijing, 18 August 2008) – **Redgate Media Inc.** (“Redgate”), a leading integrated media, entertainment, and advertising company in Greater China, has announced that it has agreed to acquire **Beijing Yanhuang Shengshi** (“Yanhuang”).

Yanhuang is one of the leading outdoor advertising companies in Beijing with a presence in 17 top tier cities in China. The company owns a network of premium billboard locations in Beijing including ring-roads and airport highways. In addition, the company is one of the largest outdoor advertising agencies in the country, giving it a broad, nationwide footprint in outdoor media.

“Yanhuang is a major player in outdoor media in China, and we are looking forward to adding their experienced team and prime media locations to Redgate’s outdoor platform” said Peter Brack, Chairman & CEO of Redgate. “Yanhuang has long served some of China’s biggest clients, and we’re looking forward to expanding our reach and existing client base together with them,” 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 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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