

Focus Media establishes global headquarters in Singapore

27th February 2009 - Focus Media has officially established its first global headquarters in Singapore, which will oversee all of its business operations outside of China. This includes more than 20 countries such as India, Vietnam, Australia, Saudi Arabia, Russia and the US. The main functions of this global headquarters are intellectual property (IP) management and the provision of training, management and financial consultancy for its franchisees.

Singapore was chosen as the location of Focus Media's global headquarters due to factors such as its strategic location, pro-business environment and strong IP protection. In time to come, Singapore will expect to house innovation-intensive activities such as technology and applications development for Focus Media's global business in the International Digital Media Innovation Centre.

Founded in 2003, Focus Media is China's leading digital media group. It has an extensive network of media advertising platforms, which covers more than 100 cities in mainland China and reaches more than 150 million Chinese daily. Revenue in 2008 is expected to exceed 800 million U.S. dollars. Focus Media was listed on the U.S. NASDAQ (the stock code: FMCN) on 13 July 2005.

"Singapore will serve as the control tower to expand Focus Media's operations internationally, to at least fifty countries in the next three to five years. Special emphasis will be placed on fast-growing economies in Asia, South America and the Middle East." said Mr Jason Jiang Nanchun, Chairman and Chief Executive Officer of Focus Media.

"The EDB warmly welcomes the establishment of Focus Media's overseas headquarters in Singapore," said Dr. Beh Swan Gin, Managing Director of the Singapore Economic Development Board. "Focus Media will join a growing number of fast-growing Chinese companies that are using Singapore as a base to expand internationally. In addition, Focus Media's presence in Singapore will offer Singapore-based companies, both MNCs and local, a unique bridge to access its market leading media advertising platforms in China."

Based on an audience-centric approach, Focus Media provides a broad portfolio of media advertising platforms, including digital Out-of-Home (OOH) media using audiovisual flat-panel display, LCD display and advertising postal frames. Each of these media platforms covers specific demographics of higher-than-average-income

urban consumers at various out-of-home media interaction points, from office lift lobbies to entertainment and social venues, shopping districts, mobile phones and residential complexes.

Focus Media's success has been widely attributed to exceptional leadership of its chairman and founder, Mr Jason Jiang Nanchun. Mr. Jiang was selected as "Most Influential Entrepreneur in China" by Fortune Magazine in 2007. He was also selected as the "Most Influential Leader in China" by the Chinese Entrepreneur Magazine in 2006.