



## One Media Group Gains Foothold in Taiwan

(Hong Kong, 18 March 2008) – **One Media Group Limited** ( “OMG” or the “Group”; HKSE code: 0426), is expanding into Taiwan’s fast growing magazine market through the forthcoming launch of its flagship magazine *Ming Pao Weekly* in the second quarter 2008.

The weekly title will be in traditional Chinese and will carry local content under the already well-established *Ming Pao Weekly* brand offering the latest and most pertinent entertainment and lifestyle articles as well as a selection of features adapted from *Ming Pao Weekly* in Hong Kong.

Celebrating its 40<sup>th</sup> anniversary in Hong Kong this year, *Ming Pao Weekly* is Hong Kong’s premier entertainment and lifestyle weekly magazine and is a must-read for anyone interested in the latest entertainment news, fashion trends and celebrity style.

“*Ming Pao Weekly* is one of our strongest titles and it has long been a leader in its category. We believe the magazine market in Taiwan will welcome our high-quality content, features, and coverage of the Greater China entertainment and celebrity community. We hope this move will be the first of several sub-licensing initiatives, leveraging our strong proprietary home-grown titles. This also represents the Group’s first foray into the Taiwan media market,” said Mr. Peter Brack, CEO of One Media Group, commenting on the upcoming launch of *Ming Pao Weekly Taiwan*.

“We are optimistic about Taiwan’s economic prospects. According to Taiwan’s Department of Statistics, Ministry of Economic Affairs, the forecast GDP growth rate of the island in 2008 is 4.53% which is higher than the historical average while the consumption expenditure is expected to grow at 3.4%.” Mr. Brack added. “This sets a very solid foundation for *Ming Pao Weekly Taiwan*’s future success on the island.”

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## **About One Media Group Limited**

**One Media Group** is one of the fastest-growing Chinese language magazine groups in Greater China. With six magazines under management and more on the way, the Group capitalizes on the impressive advertising growth and reaches affluent consumers in key cities across the region.

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