

【For Immediately Release】

Ucan.com hosts the first “Chinese Cultural Industries Conference” in Beijing

(September 25, 2012 — Beijing) Ucan.com, a joint venture between Culturecom Holdings Limited (“Culturecom” or “the Group”, stock code: 343.HK) and Mr. Jay Chou, the Asian music pop star, today announces the launch of the first “Chinese Cultural Industries Conference” in Beijing. The aim of the conference is to introduce to the public the development trend of the cultural platform - Ucan Cloud City.

The cultural industry is booming worldwide and has become a mainstream and cornerstone industry in developed countries, as well as a growth driver in a growing number of emerging economies. Cultural industry, in particular its export, is among the most important criteria of national prosperity. At present, the regional imbalance in the global cultural industry development remains intact, of which the United States is the undisputed leader with a market share of over 40%. Europe’s market share topped 30%, while Asia and South Pacific countries takes up some 20%. The remaining countries and regions account for less than 5%. Among Asian countries, Japan and South Korea are the leaders in cultural exports.

In recent years, China is witnessing an economic boom with its exports reaching every corner of the world. However, Chinese culture is still unable to take its place in the international mainstream, as shown by the few cultural exports from the country. In fact, the development of internet has accelerated information exchange worldwide; unitary culture is out of sync and it is essential for Chinese cultural exports to break out of this rigid frame.

As a melting pot of Chinese and Western cultures, Hong Kong has developed its unique cultural industry assets over the past century. With over 40 years of history in comic publication, since the 1970’s Culturecom has captivated millions of youngsters across Hong Kong, Macau, Taiwan, Southeast Asia and Chinese communities worldwide with its special, original comics that boasts an international flavor, making it a well-established brand in the world. For half a century, the brand has been an important cultural ambassador in international cultural exchange.

Culturecom owns the copyrights of over 400,000 manuscripts which are precious works that showcase both Hong Kong and multicultural flavours, as well as forming the basis of the Group's multi-media cultural products, such as comics, animation, games, movies, television, etc. To overcome the obstacles of exporting Chinese culture overseas, Culturecom and Mr. Jay Chou, the pop music superstar, jointly established Ucan.com and launched Ucan Cloud City, the world's first-ever cloud server city, in 2011. Backed by Mr Chou's musical talent, together with Culturecom's vast manuscript archive and influence in the worldwide Chinese community, as well as top-notch cloud server technology, Ucan.com emerges as the world's first-ever cloud server "city" that finds its root in real cities and serves as a socializing and cultural exchange platform.

The aim of Ucan Cloud City is to establish an innovative platform of global Chinese cultural network which provides multicultural original manuscripts as raw materials to help Chinese cultural enterprises develop multicultural products. With broadened global vision, the Chinese cultural industry can export itself and fully integrate with the international community of diversity. As such, overseas Chinese and people around the world may gain exposure to the rich essence of Chinese culture which boasts millennia of history.

There are over 80 million of overseas Chinese and most of them are proficient in the Chinese language. With Culturecom's influence in the overseas Chinese community and the prowess of Mr Chou's position as a pop music superstar, the emergence of Ucan will unite Chinese cultural enterprises and further promote the export of Chinese culture, by first capturing the Chinese communities and spreading across the world in the end. The Chinese culture, with millennia of history on its back, will form a massive "blue sea" market of cultural industry in the infinite virtual world.

Based on real cities, Ucan Cloud City leverages on the infinite transmission edge of cloud technology to let users freely choose their preferred lifestyle. Users may showcase their creativity, utilize their potential and enjoy life, by decorating one's own house, interacting and socializing with friends, appreciating original arts, making purchases through auctions, sharing favorite music, opening online shops, developing one's own brand and so forth.

An emerging global power should attract and contribute to the world its own culture. Through Ucan Cloud City, mass export of goods and the essence of Chinese culture imply the renaissance of the proud Chinese culture – the spread and dissemination of culture will enable China to play an important role in the industrialization of Internet.

The rise and revival of Chinese culture should be the ultimate goals of China’s rise. Only through a rise and revival of culture that we can offer the world a universal moral and cultural belief, which culminates in economic prowess and powerful motivation among the people. It takes such an accomplishment to win worldwide respect, as well as achieving lasting peace and prosperity.

About Ucan.com

Ucan.com Cloud City is developed following the trend and characteristics of “Hong Kong Style” Comic. Ucan.com “3D Apps City” is a virtual-reality social gaming platform where users can interact and share in this online city, in which, you may choose your own avatar, build your own house, open your online store and live your dream life without boundary. With the full support from our founding shareholder Jay Chou and the abundant Hong Kong comic resources from Culturecom, Ucan.com is set to attract millions of music and comic fans to co-develop a virtual world with infinite possibilities.

About Culturecom Holdings Limited (343.HK)

Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia. Over the past three decades, Culturecom owns over 200 comic titles. Our comics have been distributed in 14 countries across the globe and translated to 10 different languages. For more information about our comics business, please visit: www.culturecom.com.hk.

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