

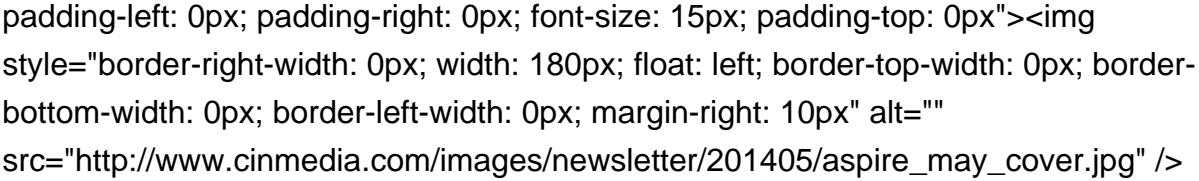


2014-05-14

CinMedia Bi-monthly Newsletter (May-2014)

```
<table style="text-align: left; font-family: Arial; color: #000; font-size: 12px" border="0"
cellspacing="0" cellpadding="0" width="670" align="center">
  <tbody>
    <tr>
      <td><a target="_blank" href="http://www.cinmedia.com/"></a> <br
/>
      <br />
      <p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px;
padding-left: 0px; padding-right: 0px; color: #000; font-size: 15px; padding-top:
0px"><strong>CinMedia Bi-monthly Newsletter (May-2014)</strong></p>
      <p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px;
padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">
<span style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px;
padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px"><br />
      Dear Valued Customers, <br />
      <br />
      Cinmedia Bi-monthly Newsletter is now published!<br />
      The revamped newsletter includes corporate news, promotions events and
industry news that you just cannot miss, helping you to get the contour of the latest
marketing trend of high-end consumers through our in-flight media. <br />
      <br />
      Stay tuned with us! <br />
      <br />
      CinMedia</span></p>
    </td>
  </tr>
  <tr>
    <td></td>
  </tr>
  <tr>
    <td>
```

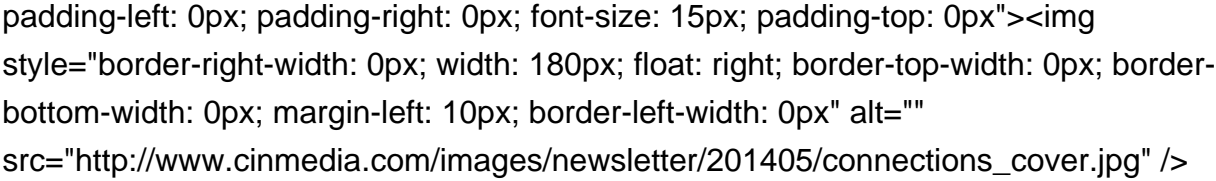
One-year anniversary for CinMedia as the sole advertising agent for HKA – Aspire

 Since April 2013, CinMedia has been the sole advertising and publication agent for Hong Kong Airlines (HKA) in-flight magazine – Aspire. Through a series of revamping campaigns, Aspire has now become a well-recognized fashionable lifestyle magazine in Hong Kong.

Based on HKA’s flight network to over 30 Asia-Pacific destinations, Aspire introduces not only the latest sightseeing, leisure and entertainment trend; but also a well-selected fashionable and lifestyle information to passengers on board. The readership of magazine has now reached six million yearly.



2014 CE <connections> Front Cover + Brand Story Advertising Plan

 The CinMedia-represented in-flight magazine <connections> of China Eastern Airlines (CE) is now on hot promotion. International Jewelry and Watches

padding-top: 0px">CS has the Asia-largest passenger traffic reached 90 million person-times</p>

<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">China Southern Airlines (CS) got a number of remarkable figures in 2013, having 1930 flights daily to over 40 countries/ regions and 190 destinations – having 11.8 million safe flight hours and 235 consecutive months of aviation security maintained. CS also makes the Asia-largest passenger traffic record at 90 million person-times, increased by 6.1% compared with last year.

On top of safe and able operations of her 500 fleets, CS is active in improving her international network through increasing frequency for flights to Australia, New Zealand, United Kingdom and Canada, making the number of international routes exceeding 90. A stronger network is to be built, as a closer relationship with Skyteam network is formed.</p>

<p style="padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right: 0px; color: #3333ff; font-size: 16px; font-weight: bold; text-decoration: underline; padding-top: 0px">CE grows fastest amongst China domestic aviation groups</p>

<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">China Eastern Airlines (CE) declares her five consecutive year profit till 2013, with passenger traffic at 80 million person-times, increased by 8.23% - the largest percentage increase amongst China largest 3 domestic aviation group; whereas the total flight hours is 1.54 million, increased by 9.67%.

With 20 brand new B777-300ER planes on delivery, CE will seize the trend of increasing overseas travels. New planes will be used to operate Chinese-favorite destinations like North America, Europe and South-east Asia, matching up for the increasing flight frequencies to those destinations.</p>

<p style="padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right: 0px; color: #3333ff; font-size: 16px; font-weight: bold; text-decoration: underline;

padding-top: 0px">Over 10 million Mainland travelers came to Hong Kong in Q1 2014</p>

<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">The Hong Kong Tourism Board (HKTB) announced Q1 2014 visitor arrival statistics with a total 14.69 million person-times. Mainland Chinese continues to contribute the largest portion of 78% to 11.41 million person-times, increased 20% y-o-y. Amongst Mainland travelers, there are 4.68 million over-night travelers, rises approx. 19% compared with last year.

According to the latest report from Tourism Commission Hong Kong, spending of over-night travelers reached HKD\$8123 per capita, added 3.9%; reflecting a heated economy in Hong Kong tourism.</p>

<p style="padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right: 0px; color: #3333ff; font-size: 16px; font-weight: bold; text-decoration: underline; padding-top: 0px">China Airlines have Taiwan largest available capacity in cross-strait market</p>

<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">Taiwan Civil Aeronautics Administration declares in the first quarter of 2014 the cross-strait passenger traffic figures – China Airlines have the largest 1.14 million seats provided by her 3594 flights, with highest occupation rate 76%; whereas Eva-air and Tran-Asia are in second and third place correspondingly.</p>

<p style="padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right: 0px; color: #3333ff; font-size: 16px; font-weight: bold; text-decoration: underline; padding-top: 0px">HKA sales meets new height with more flights added</p>

<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">Hong Kong Airlines announced her strong sales results for routes in late March. The average expected passenger load factor for the Kagoshima route from April to June reached 80%, while the Tianjin route was 80 to 85%. In response to the brisk demand, the airline increased the frequency of the Tianjin route to include daily flights by mid-May.

Mr. Alex Wu, General Manager of Hong Kong Sales Office, said, as the very first and only direct route between Hong Kong and Kagoshima, it has been very popular since its launch. The majority of passengers are independent tourists from Hong Kong. Travel agencies show increasing group orders as well. Benefiting from the recent ticket promotion, some flights even reached over 90% loading. In the future, Hong Kong Airlines will cooperate with the Kagoshima government to develop more tours featuring their beautiful scenery to impress travelers.</p>

<p style="padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right: 0px; color: #3333ff; font-size: 16px; font-weight: bold; text-decoration: underline; padding-top: 0px">Sharp Chinese business jet growth rate at 54.7% Y-O-Y</p>

<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">At the Asian Business Aviation Conference & Exhibition (ABACE) 2014 held in Shanghai, Canadian jet builder Bombardier Aerospace said “there will be 2420 business jets handed to China in the future 20 years, by then China will be the third largest business jet market in the world.” Data from Civil Aviation Administration of China also revealed Chinese business-jet total fleet grows sharply at a rate 54.7% yearly; with a 66.9% increase in aviation hours and a 65.1% increase in flights compared with last year.</p>

</td>

</tr>

<tr>

<td style="height: 30px"> </td>

</tr>

<tr>

<td>

<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 14px; padding-top: 0px">Get the latest information of Cinmedia, check our weibo: www.weibo.com/cinmedia

Cinmedia Website: www.cinmedia.com</p>

</td>

</tr>

```
<tr>
  <td style="height: 30px">&nbsp;</td>
</tr>
<tr>
  <td>
    <p style="text-align: center; padding-bottom: 0px; line-height: 150%; margin:
0px; padding-left: 0px; padding-right: 0px; font-size: 12px; padding-top: 0px">( &darr;
Click below to get FREE aviation insurance offer &darr; )</p>
    <a target="_blank"
href="http://m.95522.cn/fcb/IndexServlet?from_id=52585&ssid=TK_DEFAULT0000000
00000000028"></a></td>
  </tr>
<tr>
  <td style="height: 30px">&nbsp;</td>
</tr>
<tr>
  <td></td>
</tr>
<tr align="center">
  <td>
    <p style="padding-bottom: 10px; margin: 0px; padding-left: 10px; padding-right:
10px; font-size: 8px; padding-top: 5px">Copyright &copy; 2014 CinMedia Limited. All
rights reserved.<br />
    If you do not wish to receive the e-Newsletter from CinMedia Limited in the
future, please email to <a
href="mailto:marketing_hk@cinmedia.com">marketing_hk@cinmedia.com</a></p>
  </td>
</tr>
</tbody>
</table>
```