



2014-07-15

CinMedia Bi-monthly Newsletter (July-2014)

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      <a href="http://www.cinmedia.com/" target="_blank"></a>
      <p style="margin: 0; padding: 0; color: #000; text-align: justify; font-size: 15px;
line-height: 150%;"> <b>CinMedia Bi-monthly Newsletter (July-2014)</b></p><p><p
style="margin: 0; padding: 0; text-align: justify; font-size: 15px; line-height: 150%;"> <br
/> Dear Valued Customers,<br /><br /> Cinmedia Bi-monthly Newsletter is now
published!<br /> The 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</p>
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      <p style="margin: 0; padding: 0; font-size: 16px; color: #3333FF; text-
decoration: underline; font-weight: bold;"><b>A closer partnership with Hong Kong
Airlines</b></p>
      <p style="margin: 0; padding: 0; text-align: justify; font-size: 15px; line-height:
150%;">
Since April 2013, CinMedia have partnered with Hong Kong Airlines over a year. Apart
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from representing her in-flight magazine title - Aspire, CinMedia now extend our marketing and advertising expertise to her boarding pass, in-flight entertainment systems and aircraft branding. CinMedia will continue to strive for a more comprehensive in-flight platform just to better meet your branding and promotion needs.</p>

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<p style="margin: 0; padding: 0; font-size: 16px; color: #3333FF; text-decoration: underline;font-weight: bold;"> Golden opportunity: 2014 Connections front cover package</p>

<p style="margin: 0; padding: 0; text-align: justify; font-size: 15px; line-height: 150%;"> Being a Chinese top-tier inflight magazine, Connections now introduces a new front-cover package to further grow with our world-renowned brands. Since January 2014, seven brands have been at the spotlight, capturing the attention of China Eastern's passengers. It has been rare this time too that 2 extra DPS will be included in the package for free. Please contact your salesperson for further information.</p>

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<p style="margin: 0; padding: 0; font-size: 16px; color: #3333FF; text-decoration: underline; font-weight: bold;"> Hong Kong Airline's network expansion

collaborated with Air India</p>

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plan shall herald a new era for China Airlines. </p>

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<p style="margin: 0; padding: 0; font-size: 16px; color: #3333FF; text-decoration: underline; font-weight: bold;"> CE Airlines committed largest-ever Chinese airline order for Boeing 737</p>

<p style="margin: 0; padding: 0; text-align: justify; font-size: 15px; line-height: 150%;"> China Eastern Airlines committed to what would be the largest-ever Chinese airline order for single-aisle airplanes: 80 Boeing 737s. They would be delivered in stages between 2016 and 2020. China Eastern said the airplanes have a total base list price of US\$7.3 billion. In return, Boeing agreed to buy back fifteen 737-300 aircrafts and five 757 jets delivered between 1991 and 1998. The expected delivery will help further strengthen CE's competitiveness in her domestic short-haul market.</p>

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<p style="font-size: 8px; margin: 0; padding: 5px 10px 10px 10px;"> 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>

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