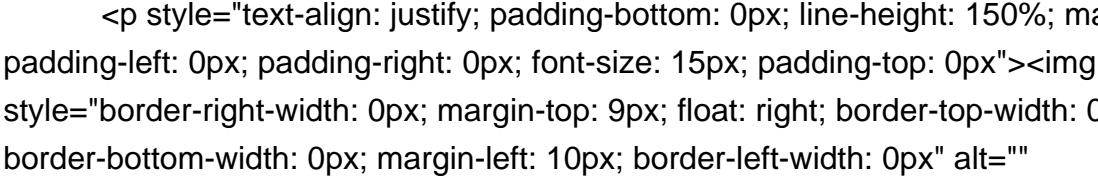




2014-11-04

CinMedia Bi-monthly Newsletter (November - 2014)

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      <td><a target="_blank" href="http://www.cinmedia.com/"></a>
      <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 (November - 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"><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="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"><strong>CinMedia as the exclusive sales agent for CCTV &ndash;
Outlook: &ldquo;Local Specialty&rdquo;</strong></p>
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 The jointly China Central Television (CCTV) and China Southern Airlines (CS) TV channel “Local Specialty”() will soon be launched; CinMedia is grateful to become the exclusive sales agent for the program. “Local Specialty”, as a documentary program, will introduce different fine items around China. Extensive platform – which includes in-flight TVs onboard all CS flights, CCTV network and round-the-clock internet stream broadcasting – effectively advertise your message around the globe.

Stay tuned with CinMedia Weibo to discover more on “Local Specialty”!

<http://weibo.com/cinmedia></p>

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<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">Pre-booking for in-flight titles 2015 now opens!</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 CinMedia exclusive-represented CONNECTIONS, GATEWAY, and NIHAO pre-booking event now opens! By confirming your next year advertising plan now, you are able to secure the best positions with extra discount. Pre-booking starts from now and ends at December 15, 2014. Our sales will be more than happy to answer any of your enquiries.</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">

CinMedia represented titles:

China Eastern Airlines – CONNECTIONS

China Southern Airlines – GATEWAY, NIHAO

China Airlines – DYNASTY, FANTASY SKY, SKY BOUTIQUE, and
HOME DELIVERY

Hong Kong Airlines – ASPIRE

Philippines Airlines – MABUHAY

Asiana Airlines – ASIANA ENTERTAINMENT

China Private Jets – GLOBAL FLYING</p>

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<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 new image for global 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">In order to strengthen China Eastern Airlines (CE)’s brand awareness and competitiveness worldwide, CE launches her new visual identification system. The new logo integrates Chinese traditions and contemporary artistic elements, featuring the Orient legendary swallow. Along with the birth of the new logo, CE will acquire 20 brand new Boeing 777-300ER planes, making the largest 777-300ER fleet in China ever. CE will also accelerate the development of Wifi onboard, providing more convenient services to travelers.</p>

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<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 Southern Airlines – the Asia No.1 fleet size</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"><img style="border-right-width: 0px; margin-top: 9px; float: left; border-top-width: 0px; border-bottom-width: 0px; border-left-width: 0px; margin-right: 10px" alt=""

 Recently, a brand new Boeing 777-300ER landed Guangzhou Airport, becoming the 600th aircraft in the China Southern Airlines (CS) family. Since then, CS enjoys the prestigious title of being the largest fleet ever in China aviation history, owning 600 aircrafts. According to data from IATA, CS fleet size ranked world's 5th and the 1st in Asia. New aircrafts will be mainly responsible for long-haul flight to North America, supporting the development of CS's international network.

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HKA – in preparation for her IPO


 Being the second largest aviation group in Hong Kong, Hong Kong Airlines (HKA) has now kicked off her dual-currency IPO, with an aim to acquire more resources for fleet and network expansion. The size of this IPO is expected to be US\$500 million. Established in 2006, Hong Kong Airlines has won the highly-esteemed SKYTRAX 4-star airline for 3 consecutive years. Hong Kong Airlines's parent company – Hainan Airlines, is the fourth largest aviation group in China.

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China Airlines B777-300ER ready for service

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China Airlines B777-300ER ready for service

 The long-awaited B777-300ER plane is now ready for service. The brand new aircraft has a capacity of 358 seats: 40 seats in Premium Business Class, 62 seats in Premium Economy Class, and 256 seats in Economy Class. The cabin space showcases Oriental beauty as well as advances in technology and environmental protection. The second and third 777-300ER aircraft will be delivered in October and November in this year respectively, bringing China Airlines Group's total fleet to 91 aircrafts.

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    <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>
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