



2015-01-07

CinMedia Bi-monthly Newsletter (January - 2015)

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padding-left: 0px; padding-right: 0px; color: #000; font-size: 15px; padding-top:
0px"><strong>CinMedia Bi-monthly Newsletter (January - 2015)</strong></p>
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      <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">Dear Valued
Customers,</p><br />
      <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">Happy New
Year!</p><br />
      <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 Bi-
monthly Newsletter (Jan-2015) is now published!</p><br />
      <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 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.</p> <br />

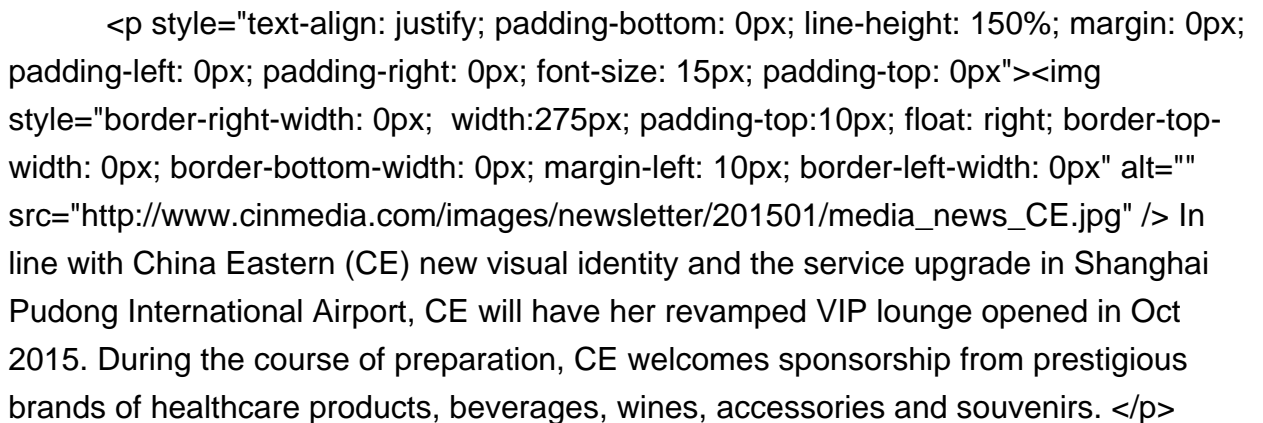
      <p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px;
padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">Stay tuned
with us!</p><br />

      <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</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>CCTV – Outlook Promotion kicks off for 2015</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">
The Promotion Conference for CCTV – Outlook was held on the 13th November 2014
on Huangpu River, Shanghai. More than 170 guests from around the world were at the
meeting.</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">According to
the latest data, CCTV – Outlook now covers the channels including in-flight TV onboard
all the aircrafts of China Southern Airlines, Cable TV in 31 provinces. The program can
now get in touch with people from all walks of life in China!<br /><br /></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">Stay tuned
with our Wechat channel by simply scanning the QR code below! </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"></p>

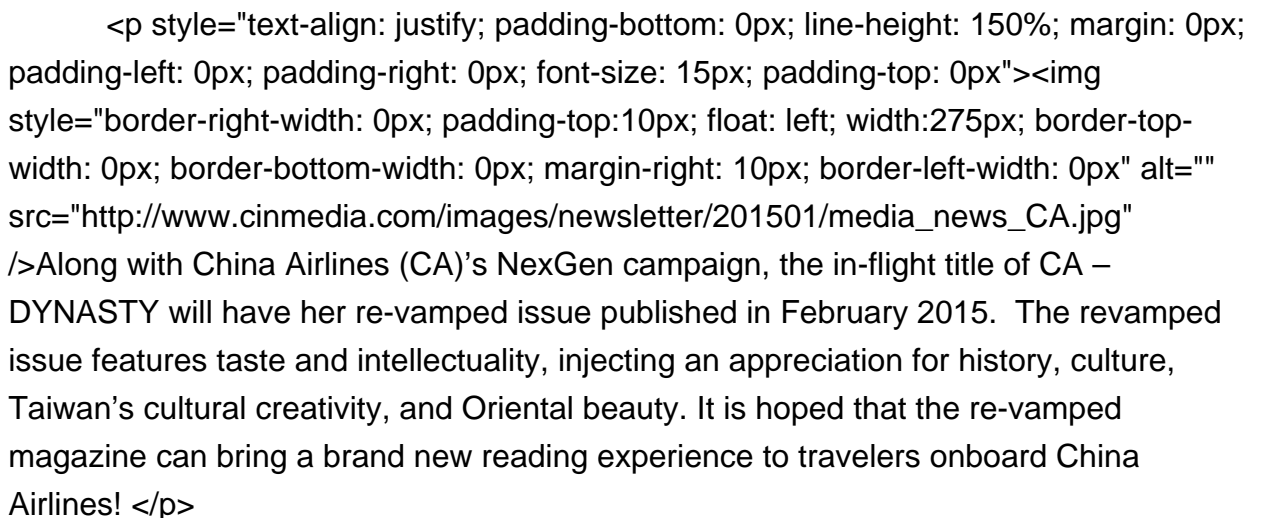
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CinMedia exclusive: Sponsorship opportunity in CE VIP Lounge in Shanghai

 In line with China Eastern (CE) new visual identity and the service upgrade in Shanghai Pudong International Airport, CE will have her revamped VIP lounge opened in Oct 2015. During the course of preparation, CE welcomes sponsorship from prestigious brands of healthcare products, beverages, wines, accessories and souvenirs.

According to data from CE, the VIP lounge welcomes a monthly traffic of 30 thousand travelers. Only Gold and Silver card holders of “Eastern Miles” – the CE’s frequent flyer program as well as First and Business Class travelers can access the lounge.

The unparalleled DYNASTY yet to come

 Along with China Airlines (CA)’s NexGen campaign, the in-flight title of CA – DYNASTY will have her re-vamped issue published in February 2015. The revamped issue features taste and intellectuality, injecting an appreciation for history, culture, Taiwan’s cultural creativity, and Oriental beauty. It is hoped that the re-vamped magazine can bring a brand new reading experience to travelers onboard China Airlines!

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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">CS's 2014 passenger-traffic reaches 100 million!</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">According to Xinhua News Agency, China Southern (CS) passenger-traffic in 2014 reaches over 100 million, increased by 9.8% yearly. This is also the first time for a Chinese aviation group to reach this new carrying volume, suggesting that there will be one out of every ten Chinese people have tried on the CS.
During the past year, CS has been increasing her presence in the international aviation market too, making a 10% y-o-y increase in her carrying volume. CS has now 2000 flights daily, connecting 40 countries and over 190 cities worldwide. </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">CS signed a cooperation agreement with Australian Tourism</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">2015 will mark as a special year for China Southern (CS), as the airlines signed a strategic cooperation agreement with the Australian Tourism Board to explore the Sino-Australian tourism market. According to the agreement, the airlines and the tourism board will jointly promote the tourism market in Australia, aiming to meet the needs of Chinese visitors more closely. CS has now got 4 direct-flight destinations in Australia, namely: Sydney, Brisbane, Melbourne and Perth.</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">Extending CA NexGen to North America</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"> Since Dec 1, China Airlines (CA) introduces B777-300ER to flight service between Taipei and Los Angeles, each time carrying 358 passengers. The newly-design cabin re-interprets classic aesthetics, encapsulating CA's brand essence and evolution. Passengers from around the world will be able to experience the cultural finesse of CA. Dated today; CA's flight network in North America includes Los Angeles, San Francisco, New York, Honolulu and Vancouver in Canada, offering 28 thousand seats weekly. Together with her code-sharing policies, CA offers 932 flights weekly to different destinations in North America.</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">HKA got a stronger flight network in North-east Asia</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 (HKA) announced that she launched five flights a week to/ from Sapporo. Also, HKA has opened new route from Hong Kong to Changchun every Monday and Thursday, further broadening her flight network. These are expected to provide more abundant travel choices to passengers. As to date, HKA operates frequent daily flights from Hong Kong to cities like Shanghai, Beijing, Taipei, Hangzhou and Okinawa. </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 signed joint-sales agreement with Qantas</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 (CE) and the Qantas – the flag carrier of Australia, signed the jointly sales cooperation agreement, with an aim to strengthen sales cooperation and to enhance airport ground services. According to the agreement, both of the airlines will deepen their cooperation especially in price, product design, and promotion. It is hoped that the agreement can bring more flight choices to travelers of the two countries.</p>

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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
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