



2015-05-13

CinMedia Bi-monthly Newsletter (May - 2015)

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      <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 - 2015)</strong></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">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">CinMedia Bi-
monthly Newsletter (May-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: #33333f; font-size: 16px; font-weight: bold; text-decoration: underline; padding-top: 0px">Starryc.com – the supreme online shopping and promotion platform launch in Jun-2015!</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">STARRYC.com – the comprehensive online marketing platform presented by CinMedia will launch in Jun-2015, aiming to provide one-stop on-line shopping and promotion services in the Greater China region.</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">
With a strong customer base, STARRYC.com integrates the buying power from strong membership accounts in the region, includes but not limits to the in-flight magazine readership of China Southern, China Eastern and China Airlines; Fortune Wings Club – the frequent flyer program of Hong Kong Airlines; the Cin-Club combining in-flight magazine readers and prestigious online recruitment platform members; the leading Hong Kong recruitment platform – Recruit.

</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">STARRYC.com has got numerous marketing channels to increase the exposure of your products and to collect shopping behavioral data, including online shopping system, digital marketing, integrated marketing solution, interactive marketing and individualized marketing platform. </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">
Being a leading in-flight magazine production and advertising service provider for almost a decade, CinMedia is the sole in-flight magazine publisher and advertising representative of the largest airlines in Mainland China (China Eastern Airlines and China Southern Airlines), the largest airlines in Taiwan (China Airlines) and the 3rd largest airlines in Hong Kong (Hong Kong Airlines). We hope to create more values for clients through our growing business profile. </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">
Call us now!</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 deepens its cooperation with KLM for Europe 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">Witnessed by Dutch Prime Minister Mark Rutte, China Southern Airlines (CS), Xia'men Airlines, and KLM signed an agreement to deepen alliance cooperation, announcing that the three airlines will strengthen the partnership in Sino-Dutch flights.</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">
As member airlines of SkyTeam Alliance, the three air carriers will deepen their cooperation through flight services between China and Amsterdam, providing more flight choices and more convenient services to both countries. </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 was awarded in Wanderbat and TTG China</p>

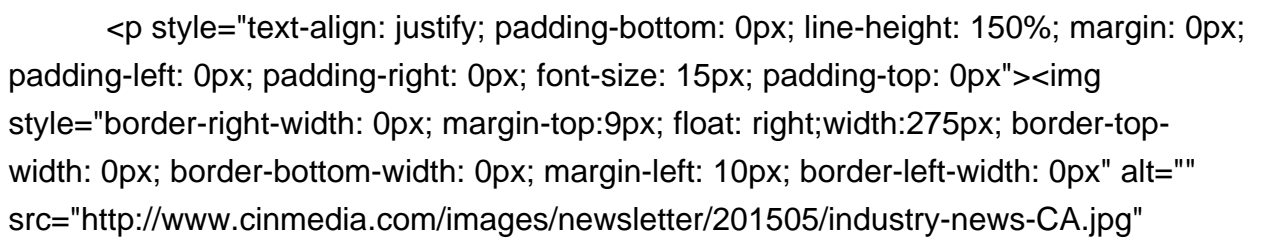
<p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">The renowned travel advisory website in US – Wanderbat announces “the Most Reliable Airlines” in the world – China Eastern (CE) ranked 3rd amongst all with a high mark 97. She also ranked the top amongst all Chinese airlines. Meanwhile, CE was also named “the Best China Airlines” for the first time at TTG Travel Awards. These professional

recognitions have proved CE's continuous effort in brushing up her services, branding and image.

The Wanderbat's "the Most Reliable Airlines" is based on parameters such as on-time performance and fleet age. Wanderbat selected 22 airlines in this year, with the Qatar, the Emirates and China Eastern ranked top three.

TTG China Travel award is the extension from the well-known TTG World Travel award. The result, which is generated from readers of the TTG's online and printed media, is able to objectively reflect the quality of travel service providers.

CA B777-300ER wins Red Dot Design Award



Following the footsteps of other prestigious brands including Apples' iMac and iPhone, BMW's i3, and the celebrated Dysan Air Multiplier bladeless fan, China Airlines' (CA) NexGen cabin design for its B777-300ER aircrafts has now garnered a Red Dot design Award for 2015. The seat design for the new Premium Business Class has achieved the "Best of the Best" designation, marking the first time business class cabin design has won such an accolade. In addition, CA's Sky Lounge was also named as a winner at the awards.

Known as "the Olympics of Design", Red Dot is now entering her 60th year anniversary. Since 1955, the Award has been dedicated to honoring outstanding designs and has been recognized as one of the world's most encompassing and prestigious design awards alongside other rarified designations including Germany's iF Award and America's Industrial Design Excellence Award (IDEA). For its part, Red Dot attracts over 15,000 designs every year that are submitted by participants hailing from more than 70 countries.

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0px; color: #3333ff; font-size: 16px; font-weight: bold; text-decoration: underline;
padding-top: 0px">HKA Expands China Network with New Service to Nanchang</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) will launch four times weekly service between Hong Kong
and Nanchang, China. HKA is currently the only airline in Hong Kong operating this
service.</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 />With the
new service, HKA will expand her network further to Jiangxi Province. Nanchang, as
the provincial capital in Jiangxi, has got rich history and blooming economy that
continuously attract overseas traveler. Guests from Mainland China can enjoy greater
flexibility and convenience in travelling to popular destinations like Thailand and Japan
through HKA's widespread network in Asia. The new route will surely benefit both cities
in various aspects like business, social and cultural.</p>
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right: 10px; font-size: 8px; padding-top: 5px">Copyright &copy; 2015 CinMedia Limited.
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href="mailto:marketing_hk@cinmedia.com">marketing_hk@cinmedia.com</a></p></td>
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