



2015-07-15

CinMedia Bi-monthly Newsletter (July - 2015)

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padding-left: 0px; padding-right: 0px; color: #000; font-size: 15px; padding-top:
0px"><strong>CinMedia Bi-monthly Newsletter (July - 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">CinMedia Bi-
monthly Newsletter (July-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: #33333ff; font-size: 16px; font-weight: bold; text-decoration: underline;
padding-top: 0px"><strong>Starryc.com is launched!</strong></p>
    <p style="text-align: center; padding-bottom: 0px; line-height: 150%; margin:
0px; padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px"></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"><b>STARRYC.com</b> – the comprehensive online marketing platform
presented by CinMedia was launched 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"><b>STARRYC.com</b> 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"><br />Beloved
with <b>STARRYC.com</b>!</p>
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    <p style="padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right:
0px; color: #33333ff; font-size: 16px; font-weight: bold; text-decoration: underline;
padding-top: 0px">CS A380 maiden flight from Beijing to Amsterdam</p>
    <p style="text-align: justify; padding-bottom: 0px; line-height: 150%; margin: 0px;
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padding-left: 0px; padding-right: 0px; font-size: 15px; padding-top: 0px">The first ever flight by China Southern (CS)'s latest A380 has her maiden flight from Beijing to Amsterdam. This is also the first time for the new aircraft to join force in CS's European routes.</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 />According to statistics, there are 255 thousands Chinese have been to Netherlands; it is expected the figure will grow to over 800 thousands in less than 10 years. In 2014, CS's Sino-Netherlands flights carry 280 thousands passenger-traffic, increased by 16% y-o-y. For now, CS is now connected to European cities including Paris, London, Frankfurt, and Moscow, operating 45 flights with these cities.</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 became the 7th largest carrier in the world!</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 statistics from IATA, the annual passenger-traffic figure of China Eastern (CE) ranked the seventh in the world. CE was ranked 15th in Aviation Weekly's the Best Airlines 2015 too, advanced by 4 ranks; being the best improved airlines amongst all Chinese carriers. Carrying more than 90 million passenger-traffic in 2015, CE is expected to expand her fleet size to 550 aircrafts.</p>

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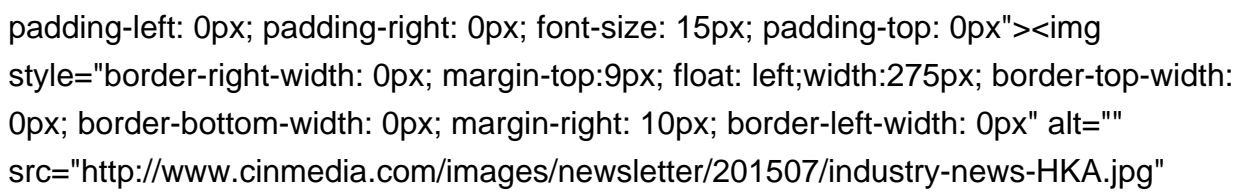
<p style="padding-bottom: 0px; margin: 0px; padding-left: 0px; padding-right: 0px; color: #3333ff; font-size: 16px; font-weight: bold; text-decoration: underline; padding-top: 0px">CA earns recognition at the 4th NIIA</p>

<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 Airline's (CA) Nex gen 777 project won an distinguished Enterprise Innovation Award at the Forth Natonal Industrial Inoovation Awards (NIIA). The project showcased

the aesthetic of the Song Dynasty, while integrating both traditional and modern designs into a unique style.

The NIIA is presented bi-annually by the Ministry of Economic Affairs. With “Striving for trust and excellence” as its vision, CA will continue promoting the best of Taiwan to the world.

**HKA named Skytrax 4-star Airline four years in a row in a time of rapid growth**

 Skytrax announced that Hong Kong Airlines (HKA) has been awarded the highly-esteemed Skytrax 4-star rating for the fourth consecutive year in the annual Skytrax World Airline Awards. The airline has also entered into the list of top 10 “World’s Best Regional Airline” for the first time. HKA has recorded rapid growth since its inception in 2006. Following the “World’s Most Improved Airline” honor by Skytrax last year, HKA took its success higher and won recognition by entering into the list of top 10 “World’s Best Regional Airline” for the first time.

Skytrax is a specialized research consultant in the air transport industry. Since 1999, Skytrax has launched the annual global customer satisfaction “World Airline Survey” which then becomes highly authoritative industry benchmarks.



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<td> <p style="padding-bottom: 10px; margin: 0px; padding-left: 10px; padding-right: 10px; font-size: 8px; padding-top: 5px">Copyright &copy; 2015 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>
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