



STRATEGIC FINANCIAL RELATIONS (CHINA) LIMITED
縱橫財經公關顧問(中國)有限公司

[For Immediate Release]



A8 MUSIC RELEASES ORIGINAL SONG “MOVE ON” TO RAISE DONATIONS FOR SICHUAN EARTHQUAKE VICTIMS

FIRST RELEASE AT THE ORIGINAL MUSIC COMPETITION AWARD CEREMONY

(Hong Kong, 18 June 2008) - A8 Digital Music Holdings Limited (“A8 Music” or the “Group”), a leading integrated digital music company in China, launched the English song “Move On” and Putonghua version “勇敢前進”, a song written specially to support relief and reconstruction works in earthquake-stricken Sichuan. The song was performed the first time at the A8 Music “07 Yuansheng Feiyang Top Ten Gold Songs Competition Award Ceremony and Independent Artists Hands-in-hands Sichuan Earth Quake Relief Night” (07 年度原聲飛揚大賽頒獎禮暨原創樂人心在一起賑災愛心晚會) and ring tone and ring-back tone (“RBT”) of the song will be available for download by the handset users to raise donations.

The A8 Music “07 Yuansheng Feiyang Top Ten Gold Songs Competition Award Ceremony and Independent Artists Hands-in-hands Sichuan Earth Quake Relief Night” was held today at the Poly Theater in Shenzhen. Famous singers including **Tan Kheng Seong** (阿牛), **Landy Wen** (溫嵐), **Jeremy Chang** (張洪量) and **James Li** (李泉), etc., performed at the show. In addition to presenting music awards, A8 Music also collected donations at the event for victims of the Sichuan earthquake. The original song “Move On” was unveiled the first time at the event representing the hard work and caring spirit of the music industry.

Mr. Liu Xiaosong, Chairman and Chief Executive Director of A8 Music, said, “I am delighted that the Yuansheng Feiyang Original Music Competition (原聲飛揚大賽) is entering its third year, bearing witness to the growing popularity of original music at our active and continuous promotion. The development has also encouraged us to keep improving and pushing for breakthroughs. The success of the event is owed much to the support of the Shenzhen Provincial Government and Intellectual Property Bureau and more importantly the support of the mass music lovers. This is a testament to the unrivalled position of A8 Music in the original music industry.”

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"More than 10 cities including Chongqing, Ningxia and Gansu have been affected by the recent earthquake in Sichuan causing massive casualties. As a part of the nation, we are deeply saddened by the incident. To support relief and reconstruction work, we have set up an A8 charity fund. Joining hands with A8 Music in showing support to those affected, many musicians from around the world have come to produce the song "Move On" to encourage the victims to be strong as well as raise donations." Mr. Liu added.

"Move On" is the work of famed US musician and composer **Howard McCrary**. The song is sung by internationally famous performers including **Mindy Orr** (柯以敏) from Malaysia, opera singer **David Quah** (柯大衛) from Hong Kong, **Jovita Leung** (梁頌儀) from Hong Kong, and singer and composer **Charles Teo** (張家銘) also from Malaysia. It carries the support and compassion of all Chinese from around the world to the earthquake victims. The Putonghua version of the song "勇敢前進" is also sung by Mindy Orr, David Quah, Jovita Leung and Charles Teo, together with the pop group **2R** and **Opus 3**.

The full-track of "Move On" and "勇敢前進" is now available for download from A8 Music's UGC platform www.a8.com and various renowned PRC music websites, while the ring tone and RBT will be available for PRC handset users to download at RMB2 each by the end of June. Besides, the full-track, TruneTone ringtone and HelloRing RBT of "Move On" and "勇敢前進" will also be uploaded to the "3" mobile network by the end of June. With the copy right provided by A8 Music, the song will be available for listen though 3 music channel at M+HK\$3 and download at M+HK\$5, or download as ringtone or RBT at M+HK\$6 each. All proceeds will be donated to China Red Cross after deducting the relevant expenses.

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About A8 Digital Music Holdings Limited

A8 Digital Music is an integrated digital music company that sells music content through mobile phones, sourced from its highly successful interactive UGC platform www.a8.com, as well as from international and domestic record labels. Led by a team of experienced top executives with foresight and vision, the Group is able to capitalise on its integrated marketing and sales multi-channel network to acquire insights into consumer preferences in different regions and thus customise its marketing strategies, and to promote its products through new media on internet and wirelessly.

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