

[For Immediate Release]



A8 Strengthens Ties with Artists from Around the World Promotes Original Music Worldwide

(Hong Kong, 12 August 2008) - A8 Digital Music Holdings Limited ("A8 Music" or the "Group"), a leading integrated digital music company in China, held a mini concert today at Backstage Live Restaurant in Central featuring internationally renowned artists including Howard McCrary, David Quah, Charles Teo and Li Weinan, who performed and also shared their experience in creating music. The Group also reported its results including mobile music download data in the first half of 2008 at the event.

Liu Xiaosong, Chairman and Chief Executive Director of A8 Music, said, "Since the Group was listed on the Main Board of HKEx in June, we have been looking for opportunities to broaden the source of our original songs. Apart from identifying domestic original musicians and artists with potential, we have also expanded overseas and for the first time worked with famed US musician and composer Howard McCrary, marking the first step in our bid to board the international stage. We have a music platform without boundary, which we hope to use to collect original music from around the world, thereby help to foster development of original music worldwide."

"Move On" is the work of Howard to dedicate to those affected by the Sichuan earthquakes. The Putonghua version of the song "Yong Gan Qian Jin" (勇敢前進) features vocal of famous international performers including **Mindy Orr** from Malaysia, opera stars **David Quah** and **Jovita Leung** from Hong Kong, singer and composer **Charles Teo** also from Malaysia, together with the pop groups **2R** and **Opus 3** from Hong Kong, etc.

Applying innovative integrated marketing tactics, the Group's UCG (user-generated content) platform has so far accumulated around 60,000 songs. As at the end of the first six months of 2008, the most popular song "Ji Mo Cai Shuo Ai" (寂寞才說愛) had been downloaded as ringtone and ringback tone around 11.7 million times, which was nearly 50% more than the most downloaded song in FY2007. Based on the satisfactory performance in the first half year, the Group expects the downloading number for the entire year to exceed that of last year and bring impressive revenue to the Group.

Furthermore, the Group's major annual event – the Yuansheng Feiyang Original Music Competition (原聲飛揚大賽) – was just completed, with Li Weinan snatching the best performer award with the song "Qian Wan Bie Shuo" (千萬別說), which he sang at today's concert. The aim of the annual event is to identify original music talents and songs and has seen many of them gaining fame and popularity in the pop music scene subsequently. The winners in 2008 will join the nationwide concert tour to help promote original music.

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Mr. Liu concluded, "With 3G licences soon to be issued in China, it will create more opportunity to us to provide wider variety and higher quality music products. We are ready to provide more comprehensive music services and expand business coverage, as well as enhance brand exposure and fortify our leadership in the market."

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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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