

Leading Chinese In-Store Media Network Operator Cgen Media Successfully Closed Series B Fund Raising

Jan. 16, 2006

Shanghai Cgen Digital Media Network Co., Ltd announced on Jan. 16, 2006 that it successfully closed its second round of fund raising from a group of international institutional investors, including JAFCO, TDF Capital, Hotung Investment and Sumitomo Corporation Equity Asia. This follows upon the successful closing of first round in September 2005 from Shanghai Industrial Technology Venture Capital Ltd and SUMITOMO.

As the industry leader of “Instore TV” network operator in quality retail hypermarkets in China, Cgen developed its own “Media One” operating system and applied the technology into operating advertising and promotional content network, created a unique TV media covering Shoppers, Products and Promotional messages at Point of Purchase, where promotional messages directly influence shoppers buying decision and generate sales uplifts for promoted products. Since its establishment in 2003, Cgen has extended its network coverage to 25 top chains including Carrefour, Lotus, Wu-Mart, covering 55 key cities with over 200million shoppers a year.

Focusing on quality hypermarkets, using state of the art network technology and providing content directly related with customers shopping needs, Cgen has since been recognized by professional 4A advertising agents and consumer brands, P&G, Coca Cola, Pepsi, Wrigley, VISA and over 100 other brands signed to use Cgen network to promote their products in Hypermarkets.

With this round of capital raised, Cgen will extend its network to cover more quality hypermarkets nationwide. By growing with current retail partners and partnering with new chains, Cgen will continue to strengthen its leading position in the Hypermarkets sector.

Cgen Media Company Background:

Shanghai Cgen Digital Media Network Co., Ltd, established Sept. 2003, specializes in establishing and operating in-store TV advertising and promotional network in China. It focuses on partnering with high quality retail chains including Carrefour, Lotus, E-Mart, Wu-Mart, Auchon, WenFeng, LianHua HuaShang, NingBo SanJiang, RenRenLe, CRC, WuhanZhongBai, WuShangLiangFan, ChaoShiFa, Hymall, Makro, etc. Meanwhile, Cgen Media’s advertising clients boast of a prestigious list of internationally renowned companies, including P&G, Coca Cola, Pepsi, Wrigley, VISA, promoting their products and services.