

July 9, 2010

**FUNDS SERVED BY ADVANTAGE PARTNERS GROUP COMPLETE INVESTMENT  
IN HONG KONG-LISTED QIN JIA YUAN MEDIA SERVICES, LTD.**

TOKYO, JAPAN and HONG KONG, PEOPLE'S REPUBLIC OF CHINA – Advantage Partners Group, (AP), Asia-based service-providers for private equity funds, today announced that funds they serve have closed an investment for approximately HKD 170 MM in unlisted convertible bonds, warrants and new shares of Qin Jia Yuan Media Services Company, Limited (QJY or the COMPANY, 2366.hk), a Hong Kong listed diversified media company.

QJY is a diversified provider of media services in the People's Republic of China. Founded in 1995 by Dr. Anita Leung Fung Yee as a provider of services to dramatic production companies, QJY is today a leader in advertising services with a unique platform combining out-of-home advertising, television advertising, digital media and marketing and public relations services. QJY continues to be active in television production and today is a provider of services to dramatic production companies in China.

The investment by funds served by AP will be used by QJY to expand its out-of-home and television channel management in China. The investment is held by First Media Holdings, a Cayman Limited Company wholly owned by funds served by AP. The investment will result in First Media Holdings becoming the second largest shareholder of QJY with two representatives appointed to the Board of Directors and the Company's Investment and Strategy Committee. The subscription is primarily for newly issued, unlisted convertible bonds and warrants.

AP plans to support the company's efforts to become the market leader in China media services through leveraging their extensive experience supporting portfolio companies and expanding QJY's access to advertisers and content producers in Japan. The Hong Kong office of AP will extensively support the Company's efforts in China and Hong Kong.

"The investment in QJY is consistent with the AP served funds' long term investment strategy," said Mr. Emmett Thomas, a Partner in APs' Hong Kong office. "We have strong conviction in QJY's competitive positioning in China's media and advertising sector, its unique business model and vision for the future."

The investment into QJY is the first China-focused investment by funds served by AP. The transaction was undertaken on an exclusive basis.