



For immediate release

Channel NewsAsia launches Asian Dragons Rising TV series

Singapore, 18 January 2008 – Channel NewsAsia is launching a new series, *Asian Dragons Rising*, on 25 January 2008, which features 11 leading Asian companies and profiles their challenges and experiences in growing their businesses and brands. The six-part series, gives an insight into how the firms are riding on the region's dynamic economic growth and is produced in partnership with Stratagem Consultants.

The series travels to different parts of Asia, including Suzhou and Xinjiang in China, Kuala Lumpur, Jakarta and others. The 11 varied companies operate in up to 72 countries and are in a myriad of industries. These include providing online games, the chemical/oil and gas industry, education, technology, retail/lifestyle, automotive and property development.

The companies range from young but dynamic companies to larger companies with a turnover of close to US\$4 billion. Over the years, each has built strong brand names in key markets like China, India and the Middle East; and the series is expected to further enhance audience understanding of their Asian operations, growth potential and future strategies.

"Asian Dragons is a special series that gives an excellent platform for vibrant, yet to be discovered companies to showcase themselves and raise their profile to the world. With fervent Asian economic growth in the new millennium, it is timely that *Asian Dragons Rising* profiles these growth companies which have found successful business niches and may become Asia's next success stories," said Ms. Tham Moon Yee, Managing Director of Stratagem Consultants.

Mr. Woon Tai Ho, Managing Director of MediaCorp News, which owns and operates Channel NewsAsia added: "This collaborative effort with Stratagem Consultants will allow viewers, potential investors and business partners to gain an insight to the operations of these companies, some of which are seeking public listings. Viewers will gain a better understanding of a range of industries, the companies and their growth potential. As a leading Asian channel, we are happy to play a part in presenting these companies to the larger Asian audience."

Asian Dragons Rising, a weekly series of six 30-minute episodes, debuts on Friday, 25 January 2008 at 9.30 pm (Singapore/ Hong Kong/ Manila time) on both Channel NewsAsia Singapore and Channel NewsAsia (International).

There will be four repeat telecasts of every episode in the same week.

The 11 companies that will be featured in this series are as follows:

- Infocomm Asia Holdings Pte Ltd
- Afor Pte. Ltd.
- Management Development Institute of Singapore
- KinderGolf Pte Ltd
- Advanced Holdings Ltd.
- Rentokil Initial
- Surbana Corporation Pte Ltd
- PT Perdana Gapuraprima Tbk
- NCS Pte. Ltd.
- YHI International Limited
- PSB Academy

About Stratagem Consultants

Stratagem Consultants Pte Ltd is one of Asia's leading communications firms that offers companies and government bodies specialist advice related to corporate, financial and governmental issues to help them position themselves strategically in the mindsets of their stakeholders, the investing community and the public-at-large.

Headquartered in Singapore, Stratagem Consultants has a proven track record in advising, planning and executing successful communication programmes for clients from diverse industries and spanning Asia's key growth markets in Singapore, Malaysia, Thailand, Indonesia and North Asia - including China, Hong Kong and Taiwan.

For more information, please visit Stratagem Consultants' website at <http://www.stratagemconsultants.com>

About Channel NewsAsia

Established in March 1999, Channel NewsAsia is an Asian TV News channel, fully complemented by English and Chinese online portals and new media services that provide news and information on global developments with Asian perspectives. Channel NewsAsia brings viewers the latest news and the stories behind the headlines. Headquartered in Singapore, the channel reports from major Asian and key Western cities, including New York, Washington D.C, London and Brussels. Channel NewsAsia is now viewed in 22 countries and territories across Asia for an audience of some 20 million viewers.

www.channelnewsasia.com, in English, and www.xin.sg, in Chinese, are premier sources of real time news, videos, information and entertainment features for professionals and executives working, living and investing in Asia. channelnewsasia.com has been named by online intelligence company, Hitwise, as the Number 1 TV website in Singapore in 2005 and 2006.

The channel's second feed, Channel NewsAsia (International), was launched in September 2000. Its satellite footprint stretches from the Middle East, South Asia, Southeast Asia, Northeast Asia to Australia.

MediaCorp News Pte Ltd owns and manages Channel NewsAsia. Its wholly owned subsidiary, MCN International Pte Ltd, is a regional business, and includes the television and new media operations of MediaCorp News.

MediaCorp News is part of MediaCorp, Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies and digital media. MediaCorp has over 55 products in four languages (English, Mandarin, Malay and Tamil), including online classifieds, Internet TV-on-demand and High Definition TV broadcast. MediaCorp's vision is to become one of Asia's top media company, delivering valued content to the world. For more information, please visit Channel NewsAsia's website at <http://www.channelnewsasia.com>

On behalf of Stratagem Consultants and Channel NewsAsia:

Mr. Lee Yew Meng – yewmeng@stratagemconsultants.com

Mr. Seah Han – han@stratagemconsultants.com

Stratagem Consultants Pte Ltd

Tel: (65) 6227 0502

Fax: (65) 6227 5663