



MEDIA RELEASE

Channel NewsAsia unveils Asian Dragons Rising 2, featuring companies set to meet global challenges

Singapore, 5 June 2008 – Ten diverse companies are sharing their strategies for growth in the midst of the current global economic challenges. They will be featured in the second TV series of Asian Dragons Rising, a collaboration between Channel NewsAsia and Stratagem Consultants, starting on 19th June 2008.

The 10 companies have businesses ranging from telecommunications, utilities, education, food and beverage to recycling. They have risen to become regional players, with each profiting from the booming economies of ASEAN, China, India and the Middle East.

For example, SGX listed SembCorp Industries has been achieving a Compound Annual Growth Rate (CAGR) of 20% for the past five years as it has evolved to become a leading regional utilities player providing energy and water solutions to its industrial and municipal customers. One such example is how its water solutions, “cleans” the effluent from some chemical plants along China’s Yangtze River which has become severely polluted from years of waste mismanagement.

Another participant is Malaysia-based Green Rubber with its revolutionary DeLink technology that makes it possible to recycle vulcanized rubber into new rubber products.

Mr. Woon Tai Ho, Managing Director, News, MediaCorp, which owns and operates Channel NewsAsia says, “It is always inspiring to see success stories on TV. We are delighted to have more companies presented in this second series of Asian Dragons Rising on the channel. Having seen the very encouraging response to the earlier series, we are confident our viewers in the region will enjoy this next crop of profiles.”

“Asian Dragons Rising 2 marks a successful continuation of our efforts to profile leading Asian companies. The series epitomizes the Asian growth story, and the ability of Asian companies to thrive in the midst of global change. Given the current global economic volatility, we are pleased to showcase this group of leading Asian companies with the strengths, resources, and managerial and entrepreneurial acumen to forge ahead as leaders in their respective industries,” adds Ms. Tham Moon Yee, Managing Director of Stratagem Consultants.

The new weekly series debuts on June 19th 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 10 companies that will be featured in this series are:

- § MobileOne Limited
- § Sembcorp Industries Limited.
- § SIM Global Education
- § E-Cop Pte Ltd
- § Nanyang Academy of Fine Arts (NAFA)
- § Network for Electronic Transfers (NETS)
- § Green Rubber Global
- § Heng Long Leather Co. (Pte) Ltd
- § Pinnacle Motors
- § Crystal Jade

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About Stratagem Consultants

Stratagem Consultants Pte Ltd is one of Asia’s leading communications firms offering companies and government bodies specialist advice on 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, India, Japan, Vietnam, Middle East 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 positions itself as an Asian TV News channel, fully complemented by English and Chinese online portals that provide news and information on global developments with Asian perspectives. Channel NewsAsia brings viewers not only the latest news but also the stories behind the headlines. Based in Singapore, Channel NewsAsia reports from the major Asian and key Western cities, including New York, Washington D.C, London and Brussels.

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. Updated throughout the day, the websites provide a truly interactive experience.

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. Channel NewsAsia is now viewed in more than 20 territories across Asia.

Channel NewsAsia is managed by the news arm 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. Winner of numerous international awards and accolades including Asia Television's Broadcaster of the Year, MediaCorp's vision is to become 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>