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MyChinaChannel Joins China Free Trade Zone Media Association as Founding Member

[Singapore, 8 Dec 2015] - Singapore-owned MyChinaChannel joins the newly formed China FTA Media Association as one of its founding members.

Initiated by the Oriental Financial Pudong Channel (东方财富·浦东频道), the China FTA Media Association was officially formed on 7th Dec 2015 in Pudong, Shanghai. More than 16 media representatives from Shanghai, Guangdong, Tianjin, Fujian and around the region such as Hong Kong, Australia, Taiwan, Korea and Singapore also attended the Association founding ceremony.

Speaking at the China FTA Media Association inaugural meeting, Li Rong, Vice President of Shanghai Media Group, said that China FTA Media Association will have three roles to play in the future: firstly, to strengthen the content partnership between the media players and to generate greater publicity for FTA through collaborative media efforts; secondly, to strive to achieve government coalition between resources and third-party think tank resource sharing thus, helping to reduce the media 's operating costs and lastly, to focus on FTA activities in and outside China and to organise regional and national forums that can provide suggestions to better China FTA reform.

Mr. Patrick Yong, CEO, MyChinaChannel said, "We are honored to be invited to this ceremony and to join as a founding member of the Association. We do not see ourselves as just a media partner but more importantly, we are here to work together and help push and develop China FTA". Mr. Yong believes that the formation of the Association will enhance and deepen the bi-lateral ties between Singapore and China

and therefore, boosting the economy and trade activities between the two countries.

As an important overseas Association partner, MyChinaChannel will be involved in the preparatory work of the Association.

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About MyChinaChannel Pte Ltd

MyChinaChannel, established in 2008, is a leading Chinese syndicator, and aggregator of content in Southeast Asia. It operates offices in Singapore, Shanghai and Beijing. Its core business is to market and aggregate television content to other media broadcasters and manage Chinese-language pay television channels in Southeast Asia on traditional and emerging television platforms. It has key relationships with major media entities in China.

For more information, please visit www.mychinachannel.com