

## **FOCUS MEDIA HONG KONG**



### ***FOR IMMEDIATE RELEASE***

## **BANK OF CHINA COUNTDOWNS TO OLYMPICS ON FOCUS MEDIA**

***Hong Kong, 22 July 2008*** – Bank of China (Hong Kong) Limited (“BOC”), partnered with Focus Media Hong Kong Limited (“Focus Media”) to launch its celebratory countdown to the Beijing 2008 Olympics Games, within the elevator lobbies of selected premium office buildings in Hong Kong.

The celebratory countdown creative is the first-ever adaptation of innovative conceptualized “electronic calendar-screen wraps” within elevator lobbies of premium office buildings to count down to the Olympic Games opening in Beijing on 8th August 2008.

BOC is one of the main sponsors of the 2008 Olympic Games; Focus Media is the largest digital Out-Of-Home media company in Hong Kong in terms of venues.

In addition to the electronic countdown creative, BOC is also running its TV commercial across 650+ Focus Media TV screens, reaching 45% of all PMEBs and White Collar workers in Hong Kong.

Leveraging on Focus Media’s captive media platform and the only permitted form of advertising at elevator lobbies of 350+ premium office and commercial buildings in the prime business districts, this partnership with Focus Media further reinforce BOC’s position as the premium banking and financial partner amongst the business community; effectively reaching the most coveted group of business executives and affluent consumers. This partnership is to promote the Olympic spirit and contribute to the success of the event.

Ms Eveline Ngan, Managing Director of Focus Media, said, *“We are pleased to work with BOC again, this time on this very unique creative to associate BOC with the Beijing Olympics. We are proud to be the sole medium in the office environment to be able to extend BOC’s sponsorship of the Beijing Olympics to the Business Community.”*

Combining the power of sight and sound with its unique captive environment at office lift lobbies and high frequency of message exposures, Focus Media satisfies BOC’s quest for an effective advertising platform to reach the new generation of business executives and affluent consumers who spend majority of their awake hours outside their homes.

In addition to its premium Office TV Network, Focus Media also has a Retail TV Network that extends to the general public at Mannings’ health and beauty stores as well as Midland’s realty branches.



## Bank of China's Olympic Games countdown creative on Focus Media

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### **About Focus Media Hong Kong Limited**

Launched in 2004, Focus Media Hong Kong is a pioneer in the next-generation digital out-of-home (OOH) media sector and the largest OOH media company in Hong Kong in terms of locations/venues.

The Focus Media network is also available in China, Singapore, Taiwan, Indonesia, India, Malaysia, Vietnam, Philippines, Australia, Russia, the Gulf States and Latin America. The China operations generated revenues of HK\$3.9 billion in 2007 and became the first Chinese media company to join the NASDAQ-100 Index. More information on web portal: [www.FocusMedia.tv](http://www.FocusMedia.tv).