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MAXUS LAUNCHES SHELL AD RECALL SURVEY ON FOCUS MEDIA

Singapore, 28 July 2008 – Leading media agency, MAXUS, collaborated with long time petroleum client, Shell, on a research study to measure Shell's brand awareness/customers' preference and the effectiveness of Shell's latest TV campaign on Focus Media, the largest digital Out-of-Home ("OOH") TV network in Singapore.

This is the first in a very long time all three parties – agency, client and media owner, came together to jointly create, design and execute a research study.

Prior to the study Shell ran a four-week TV campaign across the Focus Media network at over 200 premium Office Buildings and Shopping Malls, reaching half of Singapore's business executives. 200 successful face-to-face interviews were conducted on 17th & 18th June 2008. The building samples were located across prominent office buildings located in the central business districts of Shenton Way, Robinson Road, Raffles Place, Beach Road and Orchard Road.

Mr Sony Wong, Managing Director, MAXUS Singapore, said "MAXUS is delighted to partner Focus Media and Shell in pioneering this research study in Singapore. We, as an agency, strongly believe in partnering media owners and clients in maximizing media returns on investment".

"The objective of this study was to demonstrate the accountability which this medium provides for our client, Shell. And, I am most pleased to announce that the study has demonstrated Focus Media as a very effective medium to reach out to Shell's targeted group of business executives and passenger car drivers, and this medium delivers an extremely high Ad Recall rate on a 4-week campaign," added Mr Wong.

- The survey revealed a stunning 98% of the respondents recalled seeing the Shell TV Commercial on Focus Media's LCD screens. The average Ad Recall rate over the 4-week period is 11.2 times.
- Average number of elevator rides (taken from the building main lobby upwards) is 5 times daily; with an average waiting time of 1 min and 23 seconds per ride,
- Opportunity-To-See the Focus Media TV screens is 78% when taking elevators (exposed to seeing ads on Focus Media 4 out of every 5 times when taking elevators),
- 63% of the respondents are exposed to seeing more ads on Focus Media than on terrestrial/pay TV; 82% are exposed to seeing more ads on Focus Media than on other OOH electronic media; and 49% are exposed to seeing more ads on Focus Media than on newspapers/magazines.

Mr PJ Wong, Co-founder, Chairman & CEO, Focus Media Singapore and Hong Kong, said, "Both Shell and MAXUS are industry leaders and also our valued partners. We are delighted to be able to support their recent research initiative. These latest independent findings on the effectiveness of Focus Media are highly consistent with our previous independent studies conducted in Singapore and Hong Kong, and the latest findings once again reinforced our medium uniqueness of being more captive, more targeted, and more cost-effective in reaching a premium group of audience - half of Singapore's Business Executives".

- Of the respondents, 28% intend to purchase a brand new car in the next 12 months, 55% currently drives a car.
- 46% of respondents Age between 25-34, 45% Age between 35-54. The Average monthly Individual Income is S\$4,500.
- 76% has Tertiary Education (Bachelor/Masters/PhD) and 20% has Secondary Education/Diploma.

- 53% holds Managerial/Executive positions, 29% as Director/Senior Management (GM, MD, CEO) positions, and 9% as Professionals (Doctor/Engineer/Lawyer/Accountant).

Besides the Office and Commercial network, Focus Media has also established a Community TV network that extends to the general public with island-wide presence at all Singapore Post postal offices, all People's Association community clubs and all HDB neighbourhood shopping centres.



About Maxus Singapore

MAXUS Singapore has 31 offices in 24 countries; delivering results and meeting clients' expectations as a global media communications agency. MAXUS Singapore is well-placed to exploit the changing media environment, constantly striving to unearth insights, trends and indicators to ensure a well-rounded knowledge base to provide for clients. More information on web portal: www.maxusglobal.com.

MAXUS is owned by GroupM, which is a subsidiary under WPP Group, the world's leading media and communications specialist. More information on web portal: www.groupm.com.

About Focus Media Singapore

Launched in 2005, Focus Media Singapore is a pioneer in the next-generation digital out-of-home (OOH) media sector and the largest OOH media company in Singapore in terms of locations/venues.

The Focus Media network is also available in China, Hong Kong, Taiwan, Indonesia, India, Malaysia, Vietnam, Philippines, Australia, the Gulf States and Latin America. The China operations generated revenues of S\$750 million in 2007 and most recently became the first Chinese media company to join the NASDAQ-100 Index. More information on web portal: www.FocusMedia.tv.

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