

FOR IMMEDIATE RELEASE

**NOKIA TEAMS UP WITH MEDIACOM, JWT AND FOCUS MEDIA TO
LAUNCH LIFT DOOR CREATIVE CAMPAIGN ACROSS A NETWORK
OF OFFICE LIFT LOBBIES FOR ITS NEW NOKIA E71 DEVICE**

Singapore, 11 September 2008 – Nokia (“Nokia”), the world’s leader in telecommunications solutions, teamed up with leading media agency, MediaCom (“MediaCom”), renowned creative agency, JWT (“JWT”) and the largest digital Out-Of-Home (“OOH”) media company, Focus Media Singapore (“Focus Media”), to monetize on the captive lift lobby environment to launch the first-ever lift door sticker ad campaign across Focus Media’s network of lift lobbies at selected premium office buildings in the Central Business Districts. The campaign also marked Focus Media’s first-ever integrated digital and static OOH product offering.

Capitalising on the unique captive environment at office lift lobbies and high frequency of ad exposures, Focus Media satisfied Nokia’s quest for an effective advertising platform to reach the new generation of affluent business executives who spend majority of their awake hours within office buildings. Initiated by MediaCom, the lift door sticker campaign is complemented with TV commercials across Focus Media’s TV network islandwide, leveraging on the robust TV network at over 200 premium office buildings and shopping malls that reaches to more than 1.7 million business executives (people-times) on a daily basis.

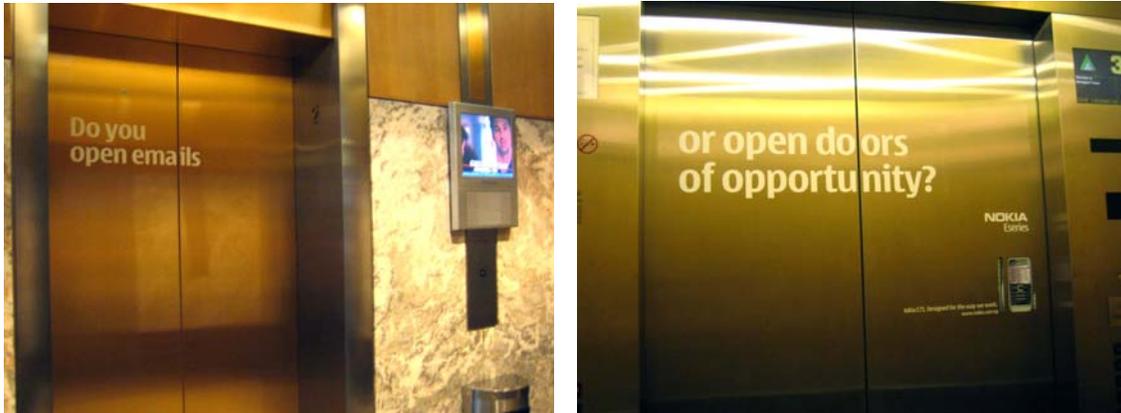
Through the ingenious use of simple sticker execution with thought-evoking copywriting coupled with 24/7 presence in a captive environment, Nokia E71’s lift door sticker campaign (placed on the outside and inside of the lift doors) injected spontaneity and creativity onto the otherwise-plain-looking lift doors; communicating its dynamic mobile business solutions to the busy executives during their daily elevator rides. MediaCom was responsible for the campaign’s creative conceptualization and JWT was responsible for the copywriting.

According to a recent Ad Recall survey jointly conducted by Focus Media and MAXUS (an affiliate company of JWT and MediaCom) in June 2008, the business executive in Singapore takes an average 4.9 elevator rides (from the building's main lobby) on a daily basis, with an average waiting time of 1 min and 38 seconds per ride. Due to the high frequency of 84 times ad exposures daily, the Ad Recall rate was a staggering 11.2 times over the 4-week campaign period.

Mr Low Teow Seng, General Manager of Focus Media Singapore, commented, "We are very pleased to have successfully launched this unique campaign for Nokia, integrating our digital and static OOH platforms to reach Nokia's target audience for its new E71. The creative execution blends in so seamlessly with the upscale and captive ambience of the office lift lobbies. This is yet another endorsement by leading media agencies and global marketers of our leadership position in delivering premium audience in a captive environment."

He further shared, "Focus Media provides an excellent synergy between our advertising clients and real estate owners as our team work earnestly to leverage on our close relationships with both sectors to constantly brainstorm for innovative ideas and create new and exciting OOH avenues. The office lift lobby environment is ideal to reach Nokia's desired target audience – the need-to-be informed and affluent executive who takes an active role in making strategic business decisions."

In addition to the Office and Shopping Mall TV 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, People's Association community clubs and HDB neighbourhood shopping centres.



Office lift doors enhanced with Nokia E71's campaign stickers.

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 which generated revenues of S\$750 million in 2007 is now the second largest media company in China in terms of revenue and was the first Chinese media company to join the NASDAQ-100 Index. More information on web portal: www.FocusMedia.tv.

For media enquiries, please contact:

Evelyn Tan
Associate Director, Business Development
Focus Media Singapore (Pte) Limited
Mobile: 65 - 9765 1758
Fax: 65 - 6224 8842
Email: evelyn.tan@focusmedia.tv