

Press Release

13 September, 2005

Express Post – The Only Weekend Newspaper
Will be Launched on 17 September

Available Every Saturday in the MTR

Express Post will be launched on 17 September (Saturday) as the only weekend newspaper in the market. MTR passengers will be able to enjoy the paper every Saturday morning. Published by Sing Tao News Corporation Limited (stock code: 1105), the new weekend publication is expected to further strengthen the company's leading position in the free newspaper market.

Mr. Charles Ho Tsu-Kwok, Chairman of Sing Tao News Corporation Limited, commented, "We have been paying attention to the Hong Kong free newspaper market and have developed a comprehensive strategy for it. This market has tremendous potential. Since we launched *Headline Daily* in July, we have received a lot of positive feedback from both readers and advertisers. As there is currently no free weekend newspaper in Hong Kong, with **Express Post** we can fully leverage on our competitive advantage of being the first and the only market player; and by offering another product with a different publishing day and different distribution channel, we are confident of becoming the market leader."

"**Express Post** will be the fourth free publication to be distributed free of charge to MTR passengers," said Mr. Adi Lau, General Manager – Marketing and Station Business of MTR Corporation. "The free newspapers and magazines have proved to be very popular amongst our passengers, allowing them to maximise the use of their time travelling on the MTR to update themselves on the news and find out about interesting activities around town."

"We are sure **Express Post** will allow MTR passengers to enjoy even more time for life," Mr. Lau added.

Express Post will target the high-spending working population at weekends. An initial circulation of around 300,000 copies will be distributed every Saturday morning at MTR stations.

Mr. Ho added that the editorial focus of **Express Post** will be aligned with the weekend lifestyle of Hong Kong people. “It will provide them with concise and comprehensive news and high-quality infotainment, together with a strong focus on leisure and lifestyle activities along the MTR stations, thus offering MTR passengers value-add services. In addition, **Express Post** will be a highly effective marketing platform for advertisers seeking to increase their sales.”

For more information about **Express Post**, please refer to the attached fact sheet.

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Express Post Fact Sheet

Express Post, Hong Kong's only free weekend newspaper will be distributed in MTR stations every Saturday. By presenting the most up-to-date news and information in a concise style and format, it will allow MTR passengers to make full use of their travelling time on the MTR to update themselves about the latest happenings and entertainment activities around town.

Launch Date

17 September 2005 (Saturday)

Market Position

The only free weekend newspaper in HK

Targets

Readers: Passengers travelling on the MTR at weekends, particularly working people with considerable spending power

Advertisers: Advertisers who seek to target active, high-spending consumers who travel at weekends

Content/Reporting Style

- Concise and comprehensive content with an objective and lively reporting style. This will be tailored for the needs of weekend active mass and their leisure interests.
- Wide coverage of local, PRC and international news, including business, property, sports and entertainment sections, with a strong focus on leisure and lifestyle features.
- Tips for shopping and other weekend leisure activities along the MTR stations

Distribution

Channel: All MTR stations (except Airport Station and Disneyland Resort Line Stations)

Day and Time: Every Saturday morning (excluding public holidays)

Circulation and Format:

Circulation: Around 300,000 copies per issue (Free of charge)

Format: Tabloid

Website

www.expresspost.com.hk