

Sing Tao News Corporation Launches *Headline Daily* with a bang Aims to make it Hong Kong's No. 1 free newspaper

Sing Tao News Corporation Limited (stock code: 1105) announced today (11 July) the launch of Hong Kong's most widely circulated free newspaper, ***Headline Daily***, on 12 July, 2005. The newspaper is expected to make a significant impact on the local free newspaper market.

Mr. Charles Ho Tsu-Kwok, Chairman of Sing Tao News Corporation Limited, said: "The active lifestyle of Hong Kong's people requires them to seize every opportunity to lay their hands on information on the go, and the demand for quality and relevant free newspapers is increasing. In Hong Kong, there is still a lot of room for developing this media, in terms of content, distribution network and advertising formats. In addition, new competitors have entered the market to challenge the position of the traditional newspapers. With these in mind, we have made careful deliberation and planning, culminating in the launch of ***Headline Daily*** - Hong Kong's most widely circulated free newspaper."

Headline Daily is a quality all-round free newspaper primarily targeting the working population. Focusing on meeting the needs of Hong Kong's people, the paper selects the most important news of the day and presents them in a concise and lively manner to the readers. Readers can access high quality, comprehensive and up-to-date news and information on business, entertainment and leisure within a short reading time.

Initially, an average of 400,000 copies of the newspaper will be distributed by hand at over 600 points during morning peak hours on Monday to Friday. The distribution points are located at major transportation hubs, residential and commercial areas throughout Hong Kong Island, Kowloon and the New Territories.

Mr Ho said the Group was confident about the prospects of ***Headline Daily***. He said: "***Headline Daily*** has tremendous potential and significant competitive advantages. It will have the highest circulation and the largest distribution network, covering all districts across Hong Kong. With its concise yet comprehensive content as well as a positive, energetic and lively style, ***Headline Daily*** will be best suited to meet the needs of its readers. In addition, our flexible and creative strategy will enable us to respond quickly to the market in terms of content, advertising and promotion. We are highly confident that we will come out ahead of our competitors."

About Sing Tao News Corporation

Sing Tao News Corporation Limited is a Hong Kong listed company (stock code: 1105) with its businesses focusing on three areas: -- Media Ownership and Services, Human Capital Management, and Broadband Content and Distribution.

Through its subsidiaries and associated companies, the Group has over the last few years constructed a worldwide information network with a market presence in major cities across the PRC, U.S., Canada, Europe and Australia. Today, the Group employs more than 2,000 staff members worldwide.

For more information about ***Headline Daily***, please refer to the attached fact sheet.

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Issued by Beyond Communications Limited on behalf of Sing Tao News Corporation Limited

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Headline Daily Fact Sheet

Overview:

In view of the market's demand for a quality free newspaper in Hong Kong, Sing Tao News Corporation Limited will be launching *Headline Daily*, a free daily newspaper with an initial average circulation of 400,000 copies, on 12 July, 2005.

Headline Daily is tailored for Hong Kong's working population to fit in with their up-beat lifestyle. It will strive to bring the most up-to-date news and information to readers daily, in a concise style and format, to allow them to get hold of the essence of the latest happenings at their fingertips at the start of each day.

Market Position:

To be Hong Kong's No. 1 free newspaper

Target:

Readers:

Mass market readers with high consumption power, especially the working population

Advertisers:

Brands targeting consumers with high spending power

Format /Content:

- Tabloid size, handy format
- Objective and neutral reporting style; lively, responsive and relevant
- Comprehensive and concise content including local, mainland China and international news; and information on business, property, entertainment, soccer, features/lifestyle

Publishing Days:

Monday to Friday (including public holidays)

Circulation and Distribution

- Initially a daily average of 400,000 copies
- To be distributed at over 600 high-traffic points throughout Hong Kong Island, Kowloon and the New Territories, including major transportation hubs, residential and commercial areas