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PRESTIGIOUS REGIONAL MEDIA AWARDS HONOUR *APPLE DAILY*

Apple Daily has won two Awards for Excellence in the inaugural Publish Asia 2002 Awards organised by Ifra Asia Pte Ltd, the regional arm of the world's leading media publishing association. Hong Kong's best-selling audited circulation daily was chosen to receive the Gold Award for Best in Print for the Single Width, Above 200,000 Copies category. One of the newspaper's reporters, To Kin Pun, won the Silver Award in the Best in Digital Photography (News Category) for his photo "Arrest at Gunpoint". The Award winners were announced at the Publish Asia Gala Dinner held recently in Bangkok.

The Best in Print Awards acknowledge technical excellence in newspaper production and printing techniques. Nominations were evaluated by a panel of experts in Germany. The Best in Digital Photography Awards are presented by a regional panel of judges to newspaper photographers whose digital shots of news and sports topics are considered outstanding in terms of their technique, composition and news value.

Apple Daily's General Manager, Mr Kin-ming Liu, said he was delighted that his newspaper was chosen to receive these awards. "We aim to provide our readers with the best standards of print quality and photography as parts of our objective to be Hong Kong's most lively, informative and uncompromising newspaper, with the best investigative journalism and presentation, he added".

Ifra Asia Pte Ltd was established in Singapore in 1998 as a wholly owned subsidiary of Ifra, the German-based international publishers' organisation. It aims to bring Ifra's expertise and services closer to members across Asia, and it also serves as a neutral and open platform for suppliers to highlight their products, technology, solutions and services. Ifra Asia is a preferred partner of newspapers, magazines and suppliers as well as national organisations

First published on 20th June, 1995, *Apple Daily* has the largest audited circulation of any Chinese-language newspaper in Hong Kong, with an average daily readership of around 1.5 million people. It is published by Apple Daily Limited, which was acquired by the Next Media Group in October 2001.

The largest publicly-listed Chinese-language media group in Hong Kong, Next Media Limited is a renowned leader in all four of its key business areas: newspaper and magazine publishing, printing and the Internet. Besides *Apple Daily*, it publishes *Next Magazine*, Hong Kong's best-selling mass market, general interest, news and lifestyle magazine covering social, political, business and current affairs topics; *Easy Finder*, the largest-circulation weekly trend and fashion magazine targeted at young male and female adults; and *Sudden Weekly* and *Eat & Travel Weekly*, two exciting lifestyle magazines sold in a single package. The Group also launched *Taiwan Next* magazine, the island's best-selling weekly magazine, in May 2001.

Next Media's printing business concentrates on daily newspapers and weekly magazines, catalogues, calendars, books and a variety of other promotional literature for local and overseas clients. The Next Media online portal www.atnext.com offers online versions of the company's popular print publications, plus sites devoted to special interests, hobbies and aspects of leisure.

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Issued by PR Partnership
On behalf of Next Media Limited
For more information, please contact:

Jeff Mann	jmann@prpart.com.hk	2573 0043
Priscilla Lui	plui@prpart.com.hk	2836 3470
Carmen Ng	carka@prpart.com.hk	2836 3486