



FOR IMMEDIATE RELEASE

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## APPLE DAILY TO LAUNCH IN TAIWAN

Next Media Limited has announced its intention to launch a Taiwan version of *Apple Daily*, Hong Kong's best selling audited circulation daily newspaper. The Group expects that this new version will be launched in mid-2003. Apple Daily Publication Development Limited, a wholly owned subsidiary of Next Media has entered into agreements for the purchase of land – on which to build a new printing factory – and printing machinery and equipment. Also, In mid-April 2002, the Group entered into separate agreements with another independent third party to acquire office premises that will act as the Group's headquarters as it expands its publishing business in Taiwan.

“The launch of *Taiwan Next Magazine* last May was a tremendous success. Its circulation sales now stand at an average of 156,000 copies a week, which easily exceeds all other weeklies on the island,” explained Mr Andrew Chow, Vice Chairman, Next Media Limited. “Readership is now accredited by AC Nielsen, enabling potential advertisers to receive a detailed demographic breakdown of the readership. This has recently attracted a number of new major advertisers.

“In the past months, we have created awareness of Next Media; gained an in-depth understanding of the market; and demonstrated the demand in Taiwan for the formula of lively investigative reporting and presentation which characterise all the Next Media publications. Being a leading Chinese-language media group, we have also demonstrated our commitment to this key market. All of these factors, together with the absence of any similar daily newspaper in Taiwan, create a firm foundation for a hugely successful launch of *Apple Daily Taiwan*,” Mr Chow concluded.

One of the largest publicly-listed Chinese-language media groups in Hong Kong, Next Media Limited is a renowned leader in its core business areas: newspaper and magazine publishing. The company publishes *Apple Daily*, Hong Kong's best-selling audited circulation newspaper, which is read by an average readership of around 1.5 million people per day. *Next Magazine* is Hong Kong's best-selling mass market, general interest, news and lifestyle magazine covering a variety of social, political, business and current affairs topics. *Easy Finder* is one of the largest circulation weekly trend and fashion magazines targeted at young male and female adults. *Sudden Weekly* and *Eat & Travel Weekly* are exciting lifestyle magazines sold in a single package. *Sudden Weekly* covers artistes and celebrities in Hong Kong, entertainment news and shopping guides as well as a special section on women's issues. *Eat & Travel Weekly* focuses on food, health, fitness and travel.

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