

FOR IMMEDIATE RELEASE

3 JANUARY 2002

**SUDDEN WEEKLY AND EAT & TRAVEL WEEKLY COMBINE TO
PROVIDE EVEN BETTER VALUE FOR READERS AND ADVERTISERS**

Next Media Limited has announced that two of its successful weekly consumer titles, *Sudden Weekly* and *Eat & Travel Weekly*, will be sold together as one package, with effect from 4 January 2002.

Sudden Weekly is one of Hong Kong's best-selling entertainment magazines, focusing on entertainment news, interviews and features about artistes and celebrities, as well as leisure and women's-interest topics. Originally a supplement of *Apple Daily*, *Sudden Weekly* became an independent publication in Oct 1995. It currently has a circulation of over 142,000 copies per issue and a cover price of HK\$8. *Eat & Travel Weekly* covers lifestyle topics, such as dining and travel, as well as health and fitness. It has a circulation in excess of 50,000 copies per issue and a cover price of HK\$10. The two titles will remain separate booklets and will be sold together for a HK\$8 cover price.

Commenting on the merger, Mr Cheung Kim Hung, Chief Executive Officer of Next Media's Magazine Division, said: "This strategic decision will provide even better value for loyal readers of the individual publications. The contents of the two magazines complement one another; and the combined package will provide a greater number of readers with more comprehensive and interesting reading material. Both publications are already very successful in their own right. Their combination is a strategic move which will enable them to compete even more effectively in today's highly competitive marketplace and the economic downturn we are all now experiencing; not only for readers but also for advertisers seeking one-stop access to a major section of the Hong Kong community."

Mr Cheung added that the initiative was an integral step in the company's plan to become the leader in the Chinese-language publishing business in Hong Kong and other markets. He said that no layoffs are planned as a result of the move.

End

Issued by PR Partnership
On behalf of Next Media Limited

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