

【For Immediately Release】

Ucan.com – Unifying the Chinese music talents around the globe

(July 27, 2012 — Hong Kong) The 14th "Animation-Comic-Game Hong Kong" kicked off today at the Hong Kong Convention and Exhibition Center in Wan Chai. Ucan.com, a subsidiary of Culturecom Holdings Limited (343.HK), has brought visitors an extraordinary 3D experience of its new mobile app “3D App City” in its exhibition booth “3D Effect Experience Hall” (3D 乘龍雲遊體驗館), which is the largest in the event. In addition, the largest ever “OSCAR” online singing contest -Socialoke is now open to music talents around the world. The contest aims to promote Chinese music, culture, art, creativity and knowledge sharing among 1 billion Chinese online users, thus building the largest online Chinese music database in the world.

Mobile comic and animation entertainment has become increasingly important in driving the development of digital media. According to statistics, the market value of global digital media industry amounted to over USD 4,000billion in 2011, while the market value of animation, comics, music and video games related products amounted to more than USD 7,000billion.

Ucan Apps City – a must-go social gaming platform for Chinese

Mr. Leung Chi Chong, CEO of the Global Development Committee of Ucan.com said, “Ucan.com is the first Hong Kong-themed 3D Apps City upgrading comics to a new era of digital animation. With the support of our founding shareholder – the Asian pop star Jay Chou, Ucan.com will soon be the biggest ever Chinese entertainment and social platform for the global Chinese community.

Jay Chou is a well-acclaimed artist with over 100million fans globally. Ucan.com, on the other hand, is a subsidiary of Culturecom, which is among the first listed comic enterprise and the largest comic content provider in Asia, owning the copyrights of more than 10,000 popular 3D comic characters, over 400,000 manuscripts and over 200 widespread stories. In the past 40 years, Culturecom’s comics have been distributed to over 40 countries and regions around the globe, with an estimated readership of over 100 million. These classic comics have become a representative and unique asset of Hong Kong’s local culture. With the backup of such strong shareholders, Ucan.com is well positioned to capture the infinite opportunities in the online digital media market.

Building the largest online Chinese music (melody and lyric) database

Socialoke is Ucan.com’s first promotion campaign. Leveraging on our borderless 3D Apps City, Socialoke will attract music talents from around the world to share their music dreams and participate in creating the largest Chinese music database.

Mr. Leung said, “Socialoke is an OSCAR of singing contest that welcomes talents to interact and share with music enthusiasts around the world. Ucan.com users can vote for their favorite singers.



The winner of Socialoke will have the chance to participate in Jay Chou's world tour concert next year and receive attractive prizes. Socialoke offers contestants once in a life time opportunity to make their dream come true. We believe that U CAN BE A SUPERSTAR!

Ucan.com @ the 14th Animation-Comic-Game Hong Kong

Date : 27 - 31 July
Venue : Hong Kong Convention and Exhibition Center
Booth No. : C13
Exhibition time : 10AM - 10PM

Ucan show time on main stage : 27 July, 10:45AM-11:30AM
: 29 July, 15:30PM - 16:00PM
: 30 July, 14:15PM - 14:45PM

About Ucan.com

Ucan.com "3D Apps City" is a virtual-reality social gaming platform where users can interact and share in this online city, in which, you may choose your own avatar, build your own house, open your online store and live your dream life without boundary. With the full support from our founding shareholder Jay Chou and the abundant Hong Kong comic resources from Culturecom, Ucan.com is set to attract millions of music and comic fans to co-develop a virtual world with infinite possibilities.

About Culturecom Holdings Limited (343.HK)

Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia. Over the past three decades, Culturecom owns over 200 comic titles. Our comics have been distributed in 14 countries across the globe and translated to 10 different languages. Besides publishing, Culturecom has also authorized Chinese Gamers Corporation to develop Chinese Hero Online Game in 2009, which achieved revenue of HKD 550 million in 2 years, and has been the highest record of in comic industry. With an estimated market size of over RMB 100 billion, China's online animation and comic industry will be a gold mine for Culturecom to discover.

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