

NEWS RELEASE

Catch POV TV in CDL Office Building Lifts

- A New Digital Media Concept to be introduced in Singapore

Singapore, 3 August 2006 – POV TV, an innovative digital media product by POV Media Group has made its debut in Singapore with an extensive roll out in City Developments Limited's (CDL) network of office buildings.

Through the partnership, CDL will have the most number of commercial buildings and lifts featuring the innovative POV screens. Lifts of 11 CDL office buildings will be specially fitted with liquid crystal display (LCD) screens by August. Provided by POV, the screens will broadcast up-to-date content, such as news, sports and business headlines, supported by advertising spots. POV's state-of-the-art digital media solution utilizes high speed internet lines and proprietary broadcasting software to deliver media to the network of screens. CDL and POV aim to provide a more dynamic and colourful environment that benefits the office tenants and visitors.

Timely Content that Matters For Today's Busy Executive

A number of CDL's buildings, such as its flagship Republic Plaza, have already been fully equipped with POV TV. Mr Chia Ngiang Hong, Group General Manager of CDL said, "With CDL's extensive portfolio of good grade office buildings and emphasis on constantly seeking innovative technological solutions to improve its services to its customers, the strategic collaboration with POV is ideal. Not only is it a novel way to reach out to the tenants, it creates value for them as it provides quality information such as the short news snippets on the go. Every minute spent in the lift can be utilized productively."

He added, "We have received positive feedback from our tenants in Republic Plaza who have been enthusiastic about the display screens." As Ainie Sidik, Office Manager of training consultancy Avodaq notes, "I see POV several times per day – it is a great source of information as well as entertainment. It brings the elevator to life."

What tenants appreciate most includes the quality news updates from trusted sources. Tenants will see the latest global and business news from Bloomberg and local news sources, as well as lifestyle nuggets of information, like the latest performances in town, chic dining recommendations, health tips, travel information and the newest must-have digital gadgets. The service is supported by top advertisers such as Standard Chartered Bank, Visa International, Motorola and Shell, to name a few.

Innovative Digital Technology

POV Media Group first pioneered POV TV by creating a digital media network of LCD screens using high speed internet lines and proprietary broadcasting software in the office tower space in Bangkok, Thailand. POV's innovative solution involves a large network of screens connected to a central server. The server broadcasts a media loop of content and advertisements down to each screen in the network. The loop is updated several times per day as new stories are generated by its content partners. POV's system also allows advertisers great flexibility in managing their advertising campaigns.

On the company's decision to open business to Singapore, POV's Managing Director, John Stevens, recognized that a greater opportunity existed in expanding regionally. "Singapore is a high tech city that provides an ideal platform for our digital media solution," he noted. "I believe that being connected and in touch with what is going on in a virtually 'real-time' environment is in sync with the Singaporean lifestyle," he added.

While the concept is new to Singapore, POV believes it is introducing the right product at the right time. "The average office tower executive spends up to 6 minutes per day in a lift, which adds up to two hours of captive time every month" said Stevens. "We provide an invaluable service to fill this gap with important and useful content." he concluded.

About CDL

Established in 1963, City Developments Limited (CDL) is an international property and hotel conglomerate involved in real estate development and investment, hotel ownership and management.

With over 40 commercial properties to its name, CDL is one of the biggest commercial landlords in Singapore with five million square feet of lettable space and controls one of the largest land banks amongst private developers.

About POV Media

POV is a leading regional supplier of "out of home" media solutions. Headquartered in Bangkok, Thailand, POV is the country's largest supplier of indoor advertising space.

POV commenced operations in Singapore in early 2006 and works with a growing number of property owners to operate the country's largest digital media network.

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