【新聞稿】

The world's first online Virtual City

(December 21, 2011 - Hong Kong) Culturecom Holdings Limited ("Culturecom" or "the Group", stock code: 343.HK) jointly established Ucan.com, the world's first online virtual city, in collaboration with Asian Superstar Jay Chou, leading the way in this global trend. With the participation of "Musical genius" Jay Chou, international technology giant Hewlett-Packard, China Network Television (CNTV), National Digital Library of China, China ACG Group and numerous Chinese abroad all over the world, a global enterprise development platform.

In light of the popularity of Internet applications and the vast potential of the world's creative innovation, Ucan.com is the first one to combine business framework and a network operation model to become a virtual online city. Ucan.com is also equipped with a super game engine to build a vast cross-platform network.

Ucan is a multi-faceted comprehensive online city, which includes TV and film culture, utilities, business, legal and administrative systems and services just like a real city. It provides more than 600,000 CNTV programmes, tens of thousands of direct sale outlets, game elements from the world's longest running comic book publication, Dragon Tiger Gate, and features streets, buildings, shopping centres and traffic just like a real city. It is a 24x7 urban network, setting a new trend in online networking. It is the first time that Chinese factories have been networked in an online city, connecting them to the global market and allowing them to promote and export Chinese industrial and cultural products all over the world.

Ucan is an open virtual city, where anyone can develop commerce, create their own prosperities, and experience wide spread flexibility and full control of their pathway. In the past century, Hong Kong has developed into a cosmopolitan city, and is now one of the largest international multi-cultural cities in the world as a result of the hard-working spirit and innovation of Hong Kong's people. Ucan has been established to fit with this greatly successful platform, making Hong Kong more sophisticated, dazzling and admirable.

Ucan.com was established is to develop a huge online network. The GDP growth rate of the online city is many times of a real city – 2 years of development in the online city is equivalent to 200 years in a real city. Ucan, based in Hong Kong, incorporates resources from all over the world, and is developing into a cosmopolitan online city and becoming a huge online city with a new network culture.

Ucan.com will create enormous business opportunities and provide low cost business in helping people to create their own prosperities. Backed by China, Jay's fans, millions of comic readers, internet entrepreneurs, as well as numerous Chinese elites and enterprises overseas, Ucan.com can become an all-encompassing Hong Kong-style online city with an excellent foundation and achieve to the status of a huge online metropolis.

Picture 1. Jay Chou, Ucan's Global Ambassador attended the Ucan.com Grand Ceremony

Picture 2. Photo of Jay Chou, Ucan's Global Ambassador (middle), the management of Culturecom Holdings Limited and guests

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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. For more information about our comics business, please visit: www.culturecom.com.hk.

This press release is issued by PR Concepts Co. Ltd. for and on behalf of Culturecom Holdings Limited. For further enquiries, please contact:	
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