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**Ucan.com on live next month
Culturecom singing contest to attract traffic**

Cooperated by Culturecom (343.HK) and Taiwanese pop star Jay Chou, Ucan.com will be launched in January 2013. Since music is one of the major elements of the platform, an online singing contest named "Socialoke" will be the first promotion campaign. Interested talents can simply upload their songs to the website and Ucan.com users will vote for their favorite singers. The winner of Socialoke may have the chance to participate in Jay Chou's world tour concert next year. Culturecom reveals that Jay Chou's avatar may appear on Ucan.com and perform in online concerts, in order to attract traffic.

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