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PRESS RELEASE

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ROBERT CHUA PRODUCTIONS' *EVERYONE WINS* WINS THIRD SEASON ON SHANGHAI MEDIA GROUP'S *SHANGHAI DRAGON CHANNEL*

Robert Chua-Created Game Show Now Enters Season #3 On Popular Asian Satellite Channel

FOR IMMEDIATE RELEASE:

Hong Kong (January 10, 2005) – *EVERYONE WINS*, the hit game show created and produced by leading Asian television producer Robert Chua, has just entered into its third season on Shanghai Media Group's satellite *Shanghai Dragon Channel*.

EVERYONE WINS made its debut on January 1, 2003 on Shanghai Oriental TV Arts and Entertainment Channel. The hour show's unique interactive format immediately captured the market's viewers, resulting in the game shows second – and now third – renewal.

Shanghai Media Group's popular satellite *Shanghai Dragon Channel* reaches homes throughout all of China, as well as New Zealand and Japan.

A fast-paced in-studio competition, *Everyone Wins* also features a viewer interactive segment that invites the home audience to participate at a nominal per-call fee. For the third season, the show's staff of producers will add a range of new production elements, including booking well-known personalities to compete as contestants.

"We are delighted to have been given the green-light for a third exciting season," said Chua. "Shanghai Media Group is an extraordinary programming partner, and we look forward to a continued successful association with *EVERYONE WINS*."

Robert Chua is recognized for having pioneered terrestrial television in Hong Kong in 1967. As one of the first executive producers at TVB – the first terrestrial TV station – Chua brought live programming to Hong Kong, including the variety show *Enjoy Yourself Tonight* and the debut Miss Hong Kong pageant.

(more)

In March 1995, he launched the Chinese language satellite TV service, China Entertainment Television Broadcast Ltd. (CETV), which was acquired by AOL/Time Warner in 2000. He recently sold his entire shareholdings to AOL/Time Warner to focus on creating new formats.

Most recently, Robert Chua Productions launched The Interactive Channel, Asia's first 24-hour interactive television, on Hong Kong's leading pay television service provider, CABLE TV. TIC utilizes the convergence of broadcast TV, radio, Internet and mobile networking technologies to create 'infotainment-based' programming such as talk and game shows and children's fare.

One of the most influential personalities in Asian media, Chua is also regarded by television industry executives worldwide as a significant resource for Asian co-production, distribution and consultation services.

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