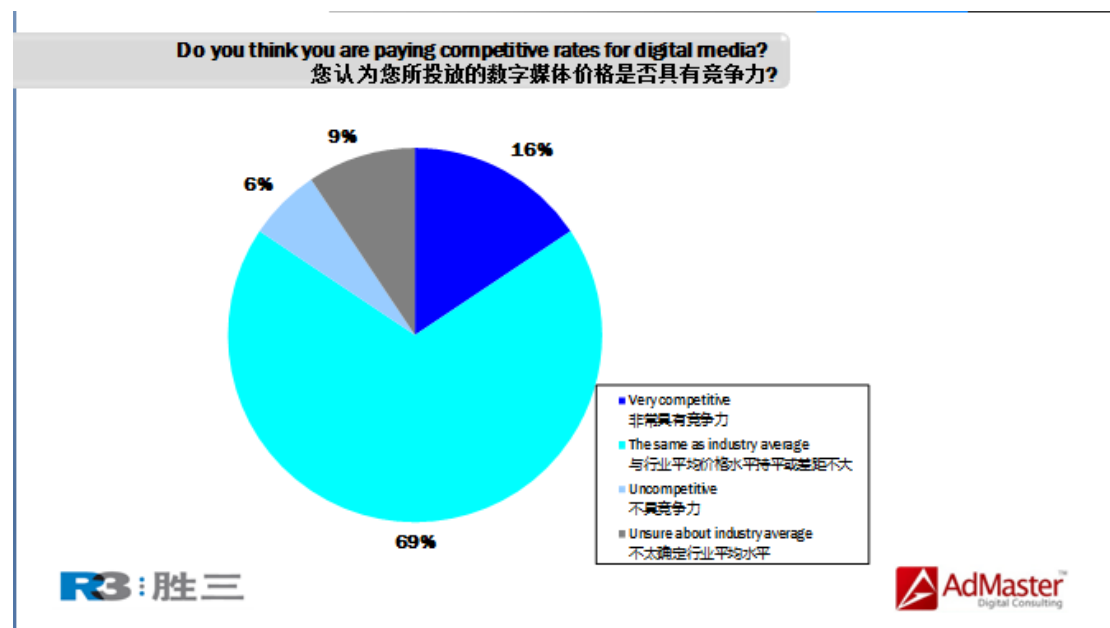


CHINA MARKETERS DEMAND MORE DIGITAL BENCHMARKING, ACCORDING TO R3, ADMASTER ANNUAL SURVEY

Beijing , April 2012 – According to a new research study commissioned across more than 150 companies, Chinese marketers will be increasing their digital investments in 2012 , but have more demands than ever before about Measurement and Benchmarking online

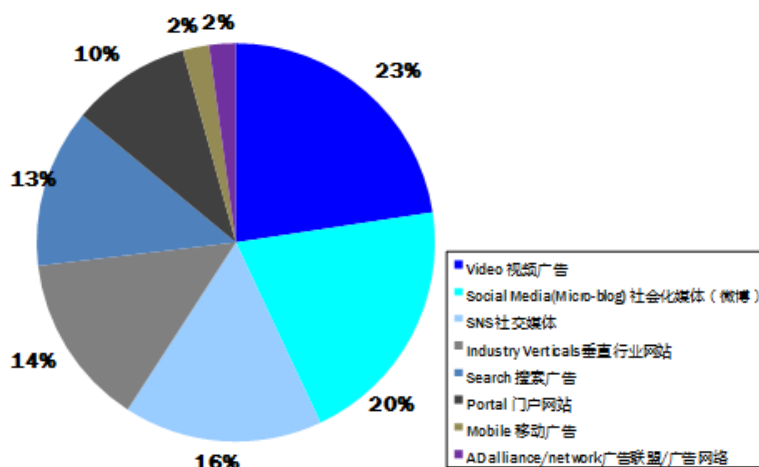
On average, marketers intend to increase their digital spend in 2012 by 26.9%, versus an 18% increase in 2011, but only 16% of those surveyed believe they are currently getting competitive Digital Media Rates.” said Greg Paull, Principal of R3. “It’s time for greater transparency and results” he added.



VIDEO, MICRO-BLOGGING LEADS INCREASES

Based on the survey, Online Video will enjoy the fastest growth in increased investments, with over 23% share of increase, followed by Micro Blogging (20%) and Social Networking (16%).

In 2012, what types of online media do you plan more investment?
2012年，您预计将在哪种类型的网络媒体投入更多的预算？



R3: 胜三

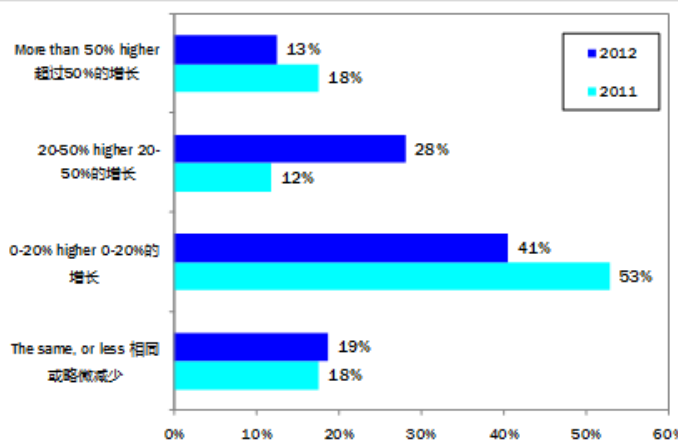
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“Marketers in China were late to Online Video and Micro Blogging, compared to their US counterparts, but there’s been a massive interest and investment in the last 12 months” said Mr Paull. “The Youku and Tudou merger should only heighten interest in this sector” he added.

GREATER CONFIDENCE IN DIGITAL

More than 90% of respondents expressed confidence in Digital Media to help them improve their marketing efforts, with 31% planning to increase digital investment by at least 20%.

Digital budget **2011 VS. 2012** on percentage, including media buying, marketing creatives, campaign website development, iWOM, research evaluation, social media etc. **NO MEDIA BUYING INCLUDED IN 2011**
数字媒体营销的市场预算，2011与2012年对比情况，预算包括媒介购买、营销创意、活动网站建设、舆情监测、调研评估、社交媒体活动等所有支出，**2011未包括媒介购买**



R3: 胜三

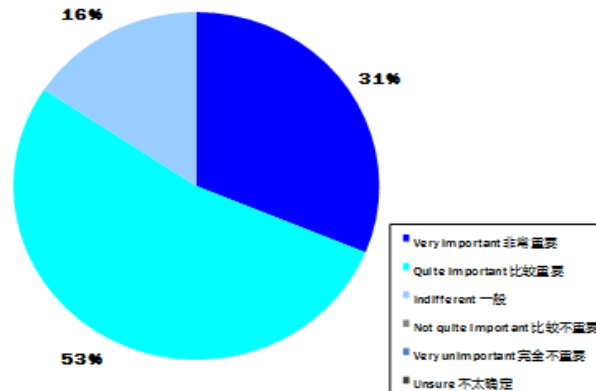
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TRANSPARENCY ISSUES

With this growth comes a greater demand on accountability. 84% of respondents intend to independently benchmark and measure their digital media , a significant increase on 2011

How important is it for a third party consultancy to analyze digital marketing outcome and provide industry benchmark?

第三方咨询公司对数字媒体营销效果进行分析，并提供行业投放衡量基准的重要性是？



R3: 胜三

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“Marketers will only continue to invest more in digital if they can enjoy the same levels of accuracy and insight they are achieving with other media” added Mr Paull

AN ONGOING PARTNERSHIP FOR DIGITAL MEDIA ACCOUNTABILITY



Vincent Yan , CEO of Admaster

In 2011, R3 and Admaster have formed a new exclusive partnership to help tackle these issues. Combining Admaster's unique "dual cookie technology" for online tracking, with R3's experience in Cost Benchmarking media in China, their focus is on driving greater results for marketers. "We're delighted to continue to partner with R3 on digital auditing in China. We believe within the next five years, digital will become the dominant medium in this country, and we want to be at the forefront together of providing insights and solutions" said Vincent Yan , CEO of Admaster China.

Under the agreement, both sides will collaborate on existing and new clients to provide a more complete auditing solution. Admaster will provide the technology solution, already proven over the last five years as the best home grown solution against click fraud, and delivering complete results. R3 will combine these results actual spend data from more than thirty marketers to give digital cost analysis on a scale not currently available in China.

About R3

R3 is a Beijing based independent marketing consultancy whose aim is to improve the efficiency and effectiveness of marketers and their agencies. Founded in 2002, it's clients include Coca-Cola, VISA, Johnson & Johnson, Samsung, Yili and Lenovo. For more information , visit www.rthree.com or write to talialia@rthree.com
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About Admaster Digital Consulting

Admaster was established by Vincent Yan and Bennett Hong in 2006. with the advantage of technology, Admaster aim to be the best online tracking and marketing consulting supplier and providing full-process online evaluation, survey and optimization consulting service. For more information, visit www.admaster.com.cn or write to Judy Lu , liuwei@admaster.com.cn,
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