

C9 Media Inc Raises \$0.75 Million in Preferred Seed Financing

-- Dragonvest Partners leads investment--

BY BUSINESSWIRE

BOSTON & BEIJING, BUSINESS WIRE – C9 Media Inc, a producer and distributor of innovative interactive TV program content, has raised a \$750,000 in preferred seed financing from Dragonvest Partners. The funding will be used to launch the company's interactive new media TV service across China, the world's largest and most sophisticated convergence marketplace.

Beijing-based C9 Media generates revenue from the fixed line and mobile telecommunications services associated with its interactive TV programs, and shares revenue with its TV channel and other ecosystem partners. C9 Media has partnered with Europe's leading supplier of participation TV, Ostrich Media, which operates the most successful participation TV model in Germany, Spain and the United Kingdom. This relationship supports C9 in bringing a proven operating model to a market ripe to consume converged services.

"Dragonvest Partners is the ideal partner for C9 Media," said C9 Media CEO Ms. Luo Hong, "Dragonvest's 'on-the-ground' presence, domain expertise and extensive network within China offers outstanding opportunities for C9 Media."