

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

-- Dragonvest Partners leads investment--

BOSTON, Mass. and BEIJING, China-- MAY 21, 2007 – 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."

Dragonvest Partners Co-Founder and Co-Managing General Partner Jesse Parker will join C9 Media's Board of Directors to assist the company in launching its service across China. Dragonvest Partners is based on Shanghai, People's Republic of China (PRC) and has offices Beijing, PRC, as well as in Boston and New York City in the United States.

"C9 Media's talented management team and innovative content creation team; our years of experience in China's media and wireless sector; and China's skyrocketing convergence market add up to an exceptional investment opportunity for Dragonvest," said Parker.

About C9 Media

C9 Media, founded in January 2007, offers innovative participation interactive TV services using telecommunications services to China's 3,000 terrestrial, cable and satellite TV channels nationwide. The company develops and distributes interactive hour-long shows based on the "Call TV" model first developed in Europe to China's TV stations. The programs offer TV stations an alternative to advertising revenue that fits with the viewing habits of China's emerging youth-dominated convergence consumers.

About Dragonvest Partners

Based in Shanghai and with offices in the United States, Dragonvest Venture Partners is a venture capital firm focused on investing in emerging fabless chip design, digital media and medical device companies based in China that address the domestic and global markets. Dragonvest's unique bi-lingual, bi-cultural investment strategy helps Chinese technology companies emerge as global technology enterprises. Dragonvest provides

Chinese entrepreneurs with the advice and business development support they need to grow their early-stage companies for long-term success. For more information, visit www.dragonvestpartners.com.cn .

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