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[Mei Ah Entertainment Group Limited](#)

Mei Ah (HKSE Code: 00391.HK) Partners with China Mobile Hong Kong to Launch UTV Using Co-Developed Streamphony Technology to Deliver Mobile TV Experience Moving towards a Media Company

(Hong Kong, 12 Dec 2012) ----- Mei Ah Entertainment Group Limited (“Mei Ah”/ “The Group”) (HKSE Code: 00391.HK) announces that it partners with China Mobile Hong Kong Co., Ltd. (“CMHK”), a wholly-owned subsidiary of China Mobile Limited (HKEx:941)(NYSE:CHL) to provide content, production and technology platform enabling live broadcasting and program archive.

As for live broadcasting, the Group incorporates the latest mobile TV technology namely Streamphony which is co-developed by the Group and Hong Kong University of Science and Technology (“HKUST”) to provide a mobile TV experience on CMHK’s newly launched UTV, a cross-network multi-platform mobile TV services. Streamphony is a next generation cloud-based Content Delivery Network (“CDN”) technology co-developed by the Group and HKUST. Using an optimized push-based network to stream content, Streamphony greatly improves picture quality and decreases buffering time. It also lowers bandwidth costs by 70% and hardware costs by 30%. Under the coordination of the Group, such technology has been widely deployed to multimedia platform that are compatible with high definition streaming.

As for program archive, the Group adopts DivX Plus Streaming(DPS), the video delivery and broadcasting technology provided by Rovi Corporation of USA, to provide digital rights management (DRM) and delivery of high quality multiple-bitrate video streamings on-demand. It offers a faster, better and more stable mobile viewing experience to UTV of CMHK. CMHK is also the first over-the-top (OTT) platform to deploy DPS on a 4G mobile network.

As for the content production, the Group provides a pay TV channel namely Mei Ah HD Movie Channel to broadcast films which are produced and purchased by the Group and films in its film library . UTV is the first service provider to offer high definition movie channel on mobile devices. The Group also offers a free integrated channel namely UOne for UTV and provides shooting, production and purchase of a variety of programmes on entertainment, information and culture.

Mr. Li Kuo Hsing, Chairman of Mei Ah said, “We are honored and thrilled to partner with CMHK to provide new mobile TV services. This time, we not only take the role of providing backbone mobile TV technology, we also offer our film library of over 600 films for UTV and we are the operator and producer of UOne. It is the first step that we set out footprints on mobile TV after we map out the plan to become a media company in leveraging the opportunity brought by the convergence of broadcasting, mobile and Internet networks.”

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About Mei Ah Entertainment Group Limited

Mei Ah Entertainment (HKSE Code: 00391.HK) is founded in 1984 and has been listed on the Main Board of The Stock Exchange of Hong Kong Limited since 1993. It is a leading producer and distributor of Chinese-language films and TV dramas. There are over 600 titles of Chinese-language film in the Group's library, containing a variety of awarded and popular pieces. Armed with rich programme resources. Mei Ah Entertainment is also operating a number of TV channels with extensive reach that provide popular movies and drama series to audiences. Its TV and movie channels are accessible in Hong Kong UTV, Singapore MioTV, Taiwan Chunghwa Telecom MOD and TBC; and cooperating with HBO, the "Red Channel" in Indonesia, Malaysia and the Philippines, as well as the TVB Australia's pay-TV platform. In 2010, the Group commenced the development of artiste management business for artistes in Hong Kong and China. Tianjin Cinema was opened at the end of 2011 and another cinema with approximately 1,700 seats in 10 screens located in Jiading, Shanghai will be opened in the first quarter of 2013. Moving towards to become a media company, the Group established a free online entertainment platform namely "Mei Ah Everyday Online" (<http://www.116.tv>) in October 2012. In December 2012, the Group also partnered with China Mobile Hong Kong Co., Ltd. to launch UTV, a cross-network multi-platform mobile TV services.

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