



FOR IMMEDIATE RELEASE

**YuuZoo signs exclusive partnership agreement in China
for the marketing of its social e-commerce platform
through Great Sports Media, the Sport, Lifestyle and
Casual Gaming Division of China's 2nd largest TV network
Shanghai Media Group**

Key Highlights-

- Exclusive partnership is first between western social e-commerce platform company and Chinese TV network
- YuuZoo China to be marketed to hundreds of millions of TV viewers SMG's Sport Division reaches in China

Singapore July 08, 2014: YuuZoo Corporation ("YuuZoo"), a leading global 3rd generation social e-commerce platform company, today announced it has signed an exclusive partnership agreement for the development and marketing of a fully localized version of its social m- and e-commerce mega network, www.yuuzoo.com, by Great Sports Media Co Ltd ('GSM') the fully owned Sport, Lifestyle and Casual Gaming division of Shanghai Media Group ('SMG'), China's second largest TV network with a reach to over 700 million viewers in China.

Under the terms of the exclusive agreement, signed as a tri-party agreement between YuuZoo, Xin Lei Network Technology (Shanghai) Co Ltd ("Xin Lei") and Great Sports Media Co Ltd ("GSM"). YuuZoo will set up and host, while GSM will market www.yuuzoo.cn, a new 3rd generation social m- and e-commerce virtual mega-shopping mall built on YuuZoo's in-house developed platform, incorporating over 200 theme- and brand-based social shopping networks. GSM will throughout China sponsor and promote, linked to its TV shows, the YuuZoo-branded social e-commerce networks, focusing on sports, celebrities, gaming and lifestyle.

The partnership has kicked off with the marketing of a theme-based social e-commerce network for 五星体育 SMG's flagship 24 hour sports channel, wherein fans can engage, socialize and interact with followers from all over China.

Through www.yuuzoo.cn fans can watch live events, participate in competitions tied to sport events and games, post their comments, pictures, and buy merchandise and services linked to the theme of the network. While all social e-commerce networks built on YuuZoo's platform are optimized for mobile use, they work equally well when used from PC's and smart TV's.



The social e-commerce networks built on YuuZoo's platform enable any brand or business to achieve four key objectives in social media - Brand Control, Data Ownership, Consumer Engagement and Monetization of their following. From within their network, the brand can offer merchandise through its e-commerce store and charge through an in-built payment gateway. It can also serve hyper-targeted fully personalized advertisements across multiple devices. The advertisement categories that a consumer receives can be determined by the consumer and can be based on location, interest and topical discussion the user may be engaged in.

YuuZoo's unique technology enables a link to any social network from within the targeted network that YuuZoo builds for the brand. Any posts on the brand's targeted network can with one click be posted on other social networks. Any posts on other social networks can be linked into the brand's targeted network, driving new users to the brand's own social network page. With the launch of YuuZoo China, global brands operating in China as well as local Chinese brands can now start monetizing their customers far more efficiently than what is possible with today's 2nd generation social networks.

As China's largest provincial media conglomerate, SMG has 44.5 billion RMB in assets and 21 billion RMB annual income by the end of 2013. SMG operates 11 radio frequencies, 15 television channels, 15 digital pay TV channels, and nine newspapers and magazines titles. Reaching an audience of almost one billion consumers in China and overseas markets, SMG has been striving to expand by developing cross-media and cross-region businesses. GSM is the division that is in charge of all programs related to sports, lifestyle associated with sports, and online casual gaming. The social e-commerce networks developed on YuuZoo's platform link to all of these areas, and present the perfect complement to GSM's and SMG's business aspirations in embracing new social networking and e-commerce.

Commenting on the partnership with Xin Lei and GSM, **Thomas Zilliacus, the Chairman and CEO of YuuZoo** said, "China is the world's largest market by number of consumers. It represents a massive opportunity for YuuZoo. Our full focus is on offering Chinese consumers new and better solutions, by bringing in new features such as mobile-optimized social e-commerce, offering both local and global merchandise, and personalized hyper-targeted advertising that the consumer can control, combined with mobile loyalty cards. Great Sports Media is the ideal partner to market this to the Chinese consumers. We are extremely happy to have signed this exclusive partnership agreement, and look forward to offering the Chinese consumers something radically new. We are confident that our partnership with Xin Lei and GSM will result in the emergence of a new leading social e-commerce market player in China".

ABOUT YUUZOO®:

Headquartered in Singapore, with access to over 42 million registered users in 164 countries, YuuZoo represents the next generation of social networks powered by the global mobile revolution. YuuZoo's targeted social e-commerce networks are device-agnostic but optimized for all mobile phones, smartphones as well as feature phones. All networks are localized for each market as comes to language as well as merchandise and design. For more information about the company, please log onto: www.yuucorp.com



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