

spackmanentertainmentgroup

NEWS RELEASE

SPACKMAN ENTERTAINMENT GROUP'S *MY BRILLIANT LIFE* TO BE RELEASED IN OVER 5,000 THEATRES ACROSS MAINLAND CHINA

- *MY BRILLIANT LIFE to open in theatres in major cities across China on 13 March 2015*
- *Promotional events, press conferences and interviews were held over two days, attended by lead actress, Song Hye-kyo and director E J-yong*

Singapore, 12 March 2015 – Spackman Entertainment Group Limited (“**Spackman Entertainment Group**” or the “**Company**” and together with its subsidiaries, the “**Group**”), one of Korea’s leading entertainment production groups, announced that *MY BRILLIANT LIFE*, produced by Zip Cinema Co., Ltd. (“**Zip Cinema**”) and co-presented by Opus Pictures Limited Liability Company (“**Opus Pictures**”), both of which are indirect wholly-owned subsidiaries of Spackman Entertainment Group, will be released in over 5,000 cinemas in Beijing, Shanghai and major cities across the People’s Republic of China (the “**PRC**”) on 13 March 2015.

The film will be distributed by China Film Group Corporation, one of the largest film distributors in the PRC, which also released other top grossing Korean movies such as *THE ADMIRAL: ROARING CURRENTS* (2014), which sold over 17 million tickets at the Korean domestic box office achieving the top grossing Korean movie of all-time, and *COLD EYES* (2013), produced and presented by Spackman Entertainment Group, which was one of the top 10 movies of 2013. *MY BRILLIANT LIFE* will also be co-distributed by Shanghai Film Group Corporation. Under the arrangement with the Chinese distributors, and depending on the performance of the film in China, the Group is entitled to receive a share in profit on top of the minimum guarantee.

Ahead of the opening of *MY BRILLIANT LIFE* in the PRC, promotional events, press conferences and interviews were held over two days in Beijing from 11 to 12 March and were attended by the film’s lead actress, Song Hye-kyo and director, E J-yong. Song Hye-kyo is one of Korea’s top actresses, managed by the talent management arm of the Group, UAA Korea Co., Ltd. (“**UAA**”).

Ms. Grace Teo, General Manager of Spackman Entertainment Group, said: “We are pleased that one of China’s largest film distributors is distributing *MY BRILLIANT LIFE* in over 5,000 theatres across China. This is a wider release than *THE ADMIRAL: ROARING CURRENTS*, which showed in over 3,000 theatres. The wider release can be mainly attributed to the popularity of Song Hye-kyo in China. This release in the China market is in line with our strategy of increasing contributions from the Chinese box office for our movies, riding on the strong growing demand for Korean entertainment content in the PRC.”

The film is based on the best-selling Korean novel of the same name by Kim Ae Ran, and tells the story of a young couple with a son suffering from progeria or advanced aging. *MY BRILLIANT LIFE* stars Song Hye-kyo and Gang Dong-won, who is also under the management of the Group's indirect subsidiary, UAA.

The film was also released in Taiwan and Hong Kong in October 2014 and Vietnam in November 2014. Additionally, it was screened at the 34th Hawaii International Film Festival ("**HIFF**") on 30 October 2014 as part of HIFF's "Spotlight on Korea" section. *MY BRILLIANT LIFE* will be released in Japan later this year.

About Spackman Entertainment Group Limited

Spackman Entertainment Group Limited ("SEGL"), and together with its subsidiaries, the "**Group**") is a leading entertainment production company that is primarily engaged in the independent development, production, presentation, and financing of theatrical motion pictures in Korea. SEGL is listed on the Catalist of the Singapore Exchange Securities Trading Limited under the ticker 40E.

Our three motion picture production and financing subsidiaries, namely, Zip Cinema Co., Ltd. ("**Zip Cinema**"), Opus Pictures Limited Liability Company ("**Opus Pictures**"), and Novus Mediaboard Co., Ltd. ("**Novus Mediaboard**") are three of the most recognized film production labels in Korea, and have originated, produced, and financed some of Korea's most commercially successful theatrical films for the past 7 years. Our films are theatrically distributed and released in Korea and overseas markets, as well as for subsequent post-theatrical worldwide release in other forms of media, including cable television, broadcast television, IPTV, video-on-demand, and home video/DVD, etc. We release all of our motion pictures into wide-theatrical exhibition initially in Korea, and then in overseas and ancillary markets.

Zip Cinema and Opus Pictures have produced/presented and released a total of 18 theatrical motion pictures since their incorporation, the majority of which were profitable and some of which were among the top grossing films in Korea in recent years. Recent theatrical releases of our motion pictures include some of Korea's highest grossing and award-winning films such as *SNOWPIERCER* (2013-2014), *COLD EYES* (2013), and *ALL ABOUT MY WIFE* (2012). In addition, for the past 5 years, Novus Mediaboard was the investor, presenter, and/or ancillary distributor for a total of 54 films (35 Korean and 19 foreign) including *SECRETLY, GREATLY*, which was one of the biggest box office hits of 2013 starring Kim Soo-hyun of *MY LOVE FROM THE STARS* fame, as well *FRIEND 2: THE GREAT LEGACY*. In 2012, Novus was also the ancillary distributor of *ALL ABOUT MY WIFE*, a top-grossing romantic comedy produced by Zip Cinema.

In addition to our core production business, we also make investments into entertainment companies and film funds that can financially and strategically complement our existing core operations: we own one of Korea's leading talent management agencies, UAA Korea Co., Ltd., which represents Hallyu stars Song Hye-kyo (*THE CROSSING; MY BRILLIANT LIFE; THE GRANDMASTER; HWANG JIN YI; THE QUEENS*), Gang Dong-won (*MY BRILLIANT LIFE; KUNDO; HAUNTERS*), and Yoo Ah-in (*ELEGANT LIES; PUNCH*); operate a café-lounge called Upper West, in the Gangnam district of Seoul; own a professional photography studio, noon pictures Co., Ltd.; and produce documentary programmes for broadcast and cable television through Film Auteur Co., Ltd.

On 17 October 2014, the Company signed a definitive agreement to acquire a 51.0% majority stake in Breakfastfilm Co., Ltd. ("Breakfastfilm"), a leading marketing and media company that specializes in the production of TV/new media commercials and K-pop music videos in Korea. Founded in 2004, Breakfastfilm has produced some of Korea's most well-known TV commercials for major multinational clients such as Samsung, Hyundai Motors, LG, Coca-Cola, McDonald, Adidas as well as other major Korean corporate brands. Moreover, as a leading producer of K-pop music videos, Breakfastfilm has produced many of Korea's most popular music videos including Wonder Girls' *Nobody*, Girls Generation's *Genie*, 2PM's *Without You*, Miss A's *Breathe*, Rain's *I'm Coming*, Super Junior's *Bonamana*, Shinee's *Everybody*, and JYP's *No Love No More*. (www.breakfastfilm.com)

For more details, do visit <http://www.spackmanentertainmentgroup.com/>

Important Notice

The Company was listed on Catalyst of the Singapore Exchange Securities Trading Limited (the "SGX-ST") on 22 July 2014. The initial public offering of the Company was sponsored by PrimePartners Corporate Finance Pte. Ltd. (the "Sponsor").

This news release has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the SGX-ST Listing Manual Section B: Rules of Catalyst. The Sponsor has not verified the contents of this news release.

This news release has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this news release, including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this news release.

The contact person for the Sponsor is Ms Keng Yeng Pheng, Associate Director, Continuing Sponsorship, at 16 Collyer Quay, #10-00 Income at Raffles, Singapore 049318, telephone (65) 6229 8088.

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