

# Media Release

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## **SSI and China's Youth Daily Group to launch Interactive Online Music Competition in China**

Sino Strategic International (SSI), an ASX listed group with significant gaming and entertainment interests in China, is pleased to announce that it has entered into a Memorandum of Cooperation with the Youth Daily Group of Shanghai. This will lead to the establishment of an equal partnership to launch a major interactive online music competition for China.

GoConnect Ltd (GCN), a subsidiary of SSI, an online and mobile media communications company, has been contracted to provide SSI with technical and technology support for this online music competition.

Music competitions in China have become very popular amongst young people as illustrated by the phenomenal success of the "Super Girls" music competition in 2005. "Super Girls", the first show in China to use the "American Idol" formula, became the most popular TV show in China with a record audience of 400 million, and achieved record ratings. "Super Girls" has so far generated 600 million to 700 million RMB (around US\$75-87.5 million) in profits (Xinhua News Agency 28 July 2006).

The competition to be launched by SSI and Youth Daily Group is expected to go live within 3 months for the 2007 series. This is the first music competition sponsored and promoted by the influential Youth Daily Group and aims to discover musical talent in China via a healthy Internet environment.

The Youth Daily Group is one of the major media organizations in Shanghai. It is the media arm of the Shanghai Committee of the Chinese Communist Youth League (CCYL). The Youth Daily Group owns and publishes a large number of newspapers and magazines with a combined monthly circulation of 16.6 million. The Youth Daily Group will be responsible for promoting the competition via its extensive network of publications, and securing all necessary government approvals.

The online music competition will showcase the talent and material of undiscovered artists who will be judged and rated by the public and local music industry professionals.

Philip Chan, founder of Endless Idea Management Ltd, a wholly owned subsidiary of SSI, will act as the Chief Judge for this competition. Philip, an entertainment entrepreneur for many years, has been responsible for the successful careers of a number of top Asian recording artists including Sami Cheng, Coco Lee, Andy Hui and Edmond Leung.

Philip said, " With the growth of the Internet, the global music industry has faced many technological challenges in the last 10 years. China is no exception. This competition provides mutual benefits to the music industry and the undiscovered artists in China, via a unique and online platform.

It allows the Chinese music industry to capitalize on the advantages that the Internet can offer to discover and develop musical talent. For the contestants, they will have the best opportunity to showcase their material to the public and the music industry."

Richard Li, Chief Operating Officer and Director of SSI said, "This is the first major music talent search in China that will utilize unique Australian online and mobile technologies to be provided by the SSI group. As well as helping to discover musical talent, this cooperation will also provide many unique business opportunities for all parties involved.

We are now in discussion with a number of major commercial sponsors to be involved with such a unique and exciting opportunity. With 132 million Internet users in China (December 2006) and 60% of broadband penetration, the Chinese Internet environment provides the ideal interactive medium to gain exposure for both commercial sponsors and talented artists.

Both SSI and GCN are proud to be associated with this project."

### **About Sino Strategic International Limited**

Listed on the Australian Stock Exchange (Symbol: SSI), the Company, through its wholly owned subsidiary China Entertainment Holdings Limited (CEH), is primarily engaged in the development and management of gaming and entertainment opportunities in Shanghai and other Chinese provinces. CEH is the largest retail gaming sales agency operator in China and currently holds permits for 600 lottery gaming outlets in Shanghai. SSI can be referenced under [www.sino.com.au](http://www.sino.com.au).

### **About GoConnect Ltd**

Listed on the Australian Stock Exchange (Symbol: GCN), the Company is an online media and communications company distributing a range of proprietary online and mobile products and applications. Together with its parent company SSI, GCN has also established a strong focus in the Chinese gaming and entertainment industry. GCN can be referenced under [www.goconnect.com.au](http://www.goconnect.com.au).

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