

News release

PubliGroupe sells Emphasis Video Entertainment Limited to Advanced Inflight Alliance

Hong Kong, 18 May 2011 - Publigroupe Ltd, Switzerland and Advanced Inflight Alliance AG, Germany signed an agreement on May 17, 2011 that PubliGroupe will sell Emphasis Video Entertainment, Hong Kong to Advanced Inflight Alliance (AIA) with a closing anticipated in June 2011.

The sale is the continuation of the structural simplification of the PubliGroupe's group structure announced in November 2010. In assessing the inflight video entertainment business that Emphasis Video Entertainment (EVE) has successfully built up in recent years alongside its programming for Asian airlines, PubliGroupe believes that EVE with its 16 employees will find a more coherent framework for future development within the AIA Alliance.

Advanced Inflight Alliance is the leading global inflight entertainment service provider headquartered and listed in Germany with some 400 employees and operations worldwide. The group is well positioned in the inflight entertainment industry serving their clients globally. EVE will be integrated in AIA's global network in order to strengthen the market position of EVE and AIA in the Asian market at the same time. Whilst providing EVE access to AIA's global network EVE will continue to operate as an independent company providing its customers the accustomed high quality services. We strongly believe that by joining AIA EVE will make a significant step forward in providing even more comprehensive services to our clients. We are excited about the future development potentials within the Advanced Inflight Alliance benefiting both our clients and EVE.

We look forward to continue servicing you with our best efforts, as always.

Wai-Kit Cheung
Managing Director

Brian Liu
Chief Financial and Strategic Officer