

# Moving Minds

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## Press Releases

2009-11-20

### Ringier China

#### Beijing, November 20, 2009

We're pleased to announce that formerly known Beijing Ringier International Advertising Company Ltd. will now be Ringier China effective immediately. This rebranding reflects and leverages our on-going business growth from regional over 10 years ago to today's national and our continuous long term commitment in China.

We've been working at this for the past 24 months between all the legal registration work and the other operational details. We registered with the new name and larger investment under the new business nature of Wholly Owned Foreign Invested company 100% owned by Ringier AG in Switzerland.

We are very proud about this new brand launch and now we are excited to get the message out and shared with our internal staff and external clients and partners as well as friends.

By rebranding the company as Ringier China, we believe we better identify our corporate scale as a multi-national media company operating national-wide in China. This coincides with our greater efforts to be a key player in helping our existing clients with media solutions and values. This also helps strengthen our cohesion as an employer.

Completion of registration of our Shanghai and Guangzhou branch will be finalized by April 2010. We'll further advise the details of follow up issues on our rebranding in separate announcement very soon.

#### **For more Information:**

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#### **About Ringier**

Ringier is a multinational media company – established in 1833, with 8000 employees in 10 countries produce newspapers, magazines, web and mobile platforms, TV and radio programs.

Ringier entered China in 1990's with operations in Beijing, Shanghai, Guangzhou, Shenzhen, HongKong and some other cities and over 500 employees. For more information please go to our website [www.ringier.cn](http://www.ringier.cn)