

**FOR IMMEDIATE RELEASE**



**A8 Digital Music Holdings Limited**

**A8 電媒音樂控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 800)**

## **Duomi Music Entering Peripheral Hardware Market of Music by Launching Duomi Sparkle Earphone**

HONG KONG, CHINA --24 June 2014--The associated company Duomi Music (Duomi), the subsidiary company of [A8 Digital Music Holdings Limited](#) ([**A8 Music**] or [**the group**]; HKSE: 0800), held the launch conference of Duomi Sparkle earphone with crystal elements (the "[Duomi Sparkle](#)") in Beijing. The shareholder representatives and the Chairman of A8 Music, Mr. Liu Xiaosong, and the Chairman of Huayi Brothers media incorporated company attended the press conference.

Duomi Music is the associated company of the group, accounting for 43.76% of the group's shares. Duomi Music is a domestic service provider which focuses on mobile internet service with music cloud as its core business and provides quick, intelligent and cross terminal legitimate digital music. Currently, it has over 200,000,000 users cumulatively with tens of millions active users monthly. In 2013, Duomi Music made positive progress in its business model from charging value added service with fix monthly rate for data traffic from China Unicom's subscribers, mobile advertising and interactive entertainment.

Duomi Sparkle is a fashionable and bright headset specifically designed for the fashionable and young females. It uses SWAROVSKI® elements from Austria which combines fashion with the glitter and translucence of crystal perfectly. The Duomi Sparkle headset adopts high-definition, full-band and low-distortion crystal sound technology and is equipped with precise metal cavity cut by diamond, Hi-Fi-class vibrating diagram of beryllium alloy and unique balanced double damping system, fully showcasing multi-level music style. Meanwhile, the Ai intelligent double control technology launched globally for the first time achieves compatible operation of iOS and Android, which is a convenient and considerate personalized design for female users.

The price of Duomi Sparkle is RMB199, the users can book this headset currently through Duomi's official website and Wechat shops. In future, the earphone will be distributed in bulk through various channels including the official website of Xiaomi, Taobao shops and others. For Xiaomi's users, Duomi Music provides the "Duomi Sparkle for MI" which will be distributed through the official channels of Xiaomi like Xiaomi Online Shops in future.

The chairman of the board of A8 Music Liu Xiaosong points out that Duomi Music users has grown to more than 200,000,000. Based on this enormous user group, Duomi Music is able to enter interactive entertainment, expand peripheral hardware products and create new life styles for users through its music platform as entry point. The headset is the medium of spreading music and the external ways of expressing emotion and showing personality, which is just the first step for Duomi. We believe by combining the musical software and hardware Duomi will cover various integrated terminals which create a benignant ecosphere and further reinforce its leading position in the mobile terminal.



**About A8 Digital Music Holding Limited**

A8 Music was founded on 22 May 2005 and listed in The Stock Exchange of Hong Kong on 12 June 2008 (HKSE: 0800). A8 Music is transitioning from being a leading integrated digital music company into a new digital entertainment platform which provides music based entertainment and prime game operating platform. The company new digital entertainment platform is transforming its core products and operation and is supported by contents production, channels co-operation, marketing and promotion.

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