

8th December 2011

Strategic Alliance Agreement signed between T-Joy and Orange Sky Golden Harvest Group (橙天嘉禾集團), China

We are pleased to announce that T-Joy has entered into a strategic alliance agreement with Orange Sky Golden Harvest Group, China. This is in line with our “Co-Market strategy” through which we aim to stimulate and jointly promote the content market on an Asian regional level.

Through this strategic alliance agreement, we will aim to screen around 10 titles per year of digital content (including broadcasts of live performances), centring on ODS (other digital stuff) to expand out further into the Asian content market.

Right now, the Japanese content industry is entering into a revolutionary era. Since its establishment, the T-Joy group has pursued a strategy of digitalisation and strongly promoted the digitalisation of cinemas, completing the 100% digitalisation of all the theatres that we manage in July of last year. We are also exploiting the potential of our digital cinema systems to the fullest and devoting our resources to ODS bringing a wide variety of attractive content, such as plays, martial arts, sporting events and plays, including live performances to audiences through the screens in our theatres.

Moreover, we have believed for a long time that it is necessary to steer a course towards content beyond films and also towards overseas markets, particularly those in Asia. We have been consistent in our “Co-Market strategy”, and in 2010, as the first phase of its implementation, we established CJ Entertainment Japan as joint venture with CJE&M through our subsidiary, AMAZONLATERNA in Japan.

Now, through our strategic alliance agreement with one of the leading production, promotion, and distribution companies in Asia, Orange Sky Golden Harvest Group (橙天嘉禾集團) in China, we have set up a shared exhibitors network that centres on Hong Kong, Taiwan and Singapore and we have realised a joint contents market which transcends national boundaries.

In the future, treating the whole of Asia as a single “Co-market”, we firmly believe that the way forward for our company is precisely to build such a framework as can provide a steady supply of high quality content, and with the help of the many people who share this way of thinking we firmly believe that pursuing this path will raise the level of the whole of the Asian visual content industry.

Expect even more challenges from the T-Joy Group in the future!

● Orange Sky Golden Harvest Group

Orange Sky Golden Harvest, previously known as Golden Harvest, is one of Asia’s best known and most influential film and entertainment companies. Listed on the Stock Exchange of Hong Kong since 1994, Orange Sky Golden Harvest will be operating 57 cinemas with 433 screens across Hong Kong, Mainland China, Taiwan and Singapore by the end of 2011, commanding a substantial share of the film exhibition and distribution markets in Asia. Orange Sky Golden Harvest has produced and invested over 600 films and nurtured movie legends such as Bruce Lee and Jackie Chan.

For more information, please check out the official website at:
<http://www.osgh.com.hk/en/aboutus.php>

■ For any enquiries related to this item or this press release, please contact ■

T. Tashiro or M. Kihara
T-Joy Co. Ltd.

TEL 03-3248-8172 / FAX: 03-3248-8176