

FOR IMMEDIATE RELEASE
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PRESS RELEASE

MALAYSIAN'S FIRST KOREAN DRAMA SITE HITS 16,000 FANS IN 3 DAYS
BLUGRAPES & BETTER DIGITAL SOLUTIONS PUT MAADUU FACEBOOK PAGE ON OVERDRIVE

Kuala Lumpur, 20th September 2010 – Maaduu.com, Malaysia's first Korean drama site made a stellar debut with its Facebook Page (<http://www.facebook.com/maaduu>) gaining more than 16,000 fans in just 3 days.

The Maaduu Facebook Page serves as a platform for consumers and fans to discuss and share their personal views about the hottest and most popular Korean shows and stars. It contains photos, trailers and trivia relating to the most current and popular Korean dramas.

Unlike many campaigns of this sort, the Maaduu Facebook Page was launched during the Hari Raya weekend without any frills, contests nor giveaways. Evidently, with compelling content that speaks to a ready audience, incentives were unnecessary. The key to Maaduu's instant popularity can be directly attributed to its promise that Malaysians get the opportunity to watch free Korean dramas online, legally.

The Facebook Page launch was conceived and executed by Blugrapes and Better Digital Solutions for Play TV Asia. This is also a first joint project since the commencement of partnership between Blugrapes and Better Digital Solutions.

Said Dennis Lee, CEO of Play TV Asia, "We are excited to relieve the pent up demand in Malaysia for free Korean dramas and K-Pop. The ad-supported model of Maaduu keeps it legal and, most importantly, free for our Malaysian viewers to enjoy at their own leisure and as much as they can physically consume.

"Since the launch, the average Maaduu.com visitor watches a stunning 32 minutes of content a day or approximately 10 hours per month" he added.

Said Ryan Lim, Business Director of Blugrapes, "We were focused on building a vibrant and highly engaged community of Malaysian Korean drama lovers with Maaduu's Facebook Page and the launch results have been extremely encouraging for our client."

"We are confident that this signals to the Malaysian marketing community that our unique strategy and optimization methods, coupled with extensive experience can directly assist brands in achieving their objectives as we begin to offer Blugrapes' Facebook Solutions in Malaysia through our partnership with Better Digital Solutions," concluded Lim.

Better Digital Solutions and Blugrapes were commissioned to assist Play TV Asia in strategising and executing a Facebook solution for Maaduu.com. Maaduu's Page awareness and publicity was

aggressively driven by highly effective performance based Facebook Social Ads optimized through Blugrapes own methodology.

“We congratulate Play TV Asia for the early success of its service and Facebook page in Malaysia and are happy that we were given the opportunity to assist. We look forward to delivering a variety of creative, innovative high quality solutions to advertisers and consumers via the partnership with Blugrapes,” says Rene Menezes, CEO of Better Digital Solutions.

Facebook currently has more than 7.9 million monthly active users in Malaysia.

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About Play TV Asia

Play TV Asia owns and manages the site known as Maaduu. Maaduu is an entertainment site that delivers INSTANT, FREE and LEGAL online Video-on-Demand Korean dramas and K-Pop music without the need for downloads or buffering! Play TV Asia's mission is to focus on delivering a high-quality viewing experience that requires no downloads, is free, legal, and accessible when, where and how users want. While the content is 100% free, MAADUU is ad supported.

Maaduu website; <http://www.maaduu.com>

Maaduu Facebook Page: <http://www.facebook.com/maaduu>



About Blugrapes

Founded in 2006, Blugrapes is a performance driven marketing company providing Facebook marketing, mobile marketing, media tracking and integrated digital marketing solutions. It has built Facebook communities of over 70,000 fans, as well as a regional interactive SMS solution used by more than 100,000 unique users to date. It also provides highly customized marketing accountability and reporting systems to aid marketers and agencies improve marketing effectiveness and returns. Its clients include Fortune 500 companies such as Coca-Cola, Hewlett-Packard, Intel, Dell, Lenovo, Samsung, L'Oréal and many others in the consumer marketing industry.

Blugrapes company website; <http://www.blugrapes.com>



About Better Digital Solutions

Better Digital Solutions was founded on April 29th, 2010 through a collaboration of 5 leading internet solutions companies based in Malaysia. With its team of 25 industry experts and veterans, 4 main pillars of service are offered: Better Web, Better Mobile, Better Social and Better Performance. The company offers key digital marketing opportunities through its exclusive partnerships with Admob, BBC.com, MySpace, ESPNStar, Cartoon Network, Radian 6 and many more. The ability to consult on and execute digital strategies across the entire plethora of services coupled with direct relationships with leading digital brands has allowed Better Digital Solutions provide solutions for more than 180 clients.

Better Digital Solutions company website; <http://www.betterdigitalsolutions.com>

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