k-matrix

Unit 311B, 3/F, Enterprise Centre (Bldg 9),
No. 5 Science Park West Avenue,
Hong Kong Science Park, Shatin, N.T.
香港新界沙田香港科學園科技大道西5號
企業廣場（9座）3樓311B室

t. 852. 3526 0290 f. 852. 3011 5281

Press Release

Feb 4th, 2009

k-matrix CI endorsed by industries for technological achievement

k-matrix CI, a pioneer digital marketing intelligence solution developed by k-matrix Limited received the **Technological Achievement Certificate of Merit** of 2008 Hong Kong Awards for Industries organized by Federation of Hong Kong Industries and Hong Kong Science Park on Jan 21st, 2009.

The Awards is a premier technology prize which recognizes the efforts and contributions of industry players in enhancing the development of technology and intellectual property in Hong Kong.

"We're really glad to receive this award. It recognizes our great team efforts and pilot thinking in developing such an innovative digital marketing solution to enable brands and corporations to adapt to the ever changing digital communities during Web 2.0 era."

Mr. Edmund Lee – CEO of k-matrix Limited

k-matrix Limited also receives valuable comments from the judging panel :

" The ideas of utilizing CGM (Consumer Generated Media) data is useful and revolutionary. CGM encompasses users' comments from different online sources such as forums, blogs and web sites thus a historical database is formed and trend analysis is enabled. This all represents a unique market opportunity combing business intelligence and analysis of market information. Good business potential especially in the advertising field."

k-matrix CI is an innovative digital marketing service in gathering consumer insights and opinions from **Consumer Generated Media (CGM)** on the Internet. CGM includes blogs, forums, chat rooms, newsgroups and content sites in **China, Hong Kong and Macau**. k-matrix Limited has been grasping CGM sites since 2006 and with daily and cumulated posts over 400,000 and 2 billion respectively.

In the past 12 months, k-matrix CI has been servicing local and multinational companies and corporations in **advertising, banking, finance, IT, mobile phone operators, public utility and sports**, etc. The servicing scopes are including instant alert services, in-depth insight and trend analysis of brand and campaign measurement, digital channel planning, corporation communication, crisis management, new product positioning, public relations, and sentiment analysis, etc.

Unit 311B, 3/F, Enterprise Centre (Bldg 9),
No. 5 Science Park West Avenue,
Hong Kong Science Park, Shatin, N.T.
香港新界沙田香港科學園科技大道西5號
企業廣場（9座）3樓311B室

t. 852. 3526 0290 f. 852. 3011 5281

About k-matrix Limited

k-matrix Limited is an innovative digital marketing intelligence solution company based in Hong Kong and Southern China. Company is committed to enable excellence in digital marketing communication through premier and quality digital intelligence solutions which assist companies in adapting the new version of the Internet and gaining the most digital communication and marketing benefits and insights from the fast growing digital community.

k-matrix Limited has two key intelligence solutions – k-matrix eM and k-matrix CI. k-matrix eM is a web-based electronic marketing communication and messaging servicing platform (email and SMS). This service is partnering over 150 clients across all industries in China, Hong Kong, Macau and Southeast Asia. While k-matrix CI is a competitive intelligence solution in gathering consumer insights from Consumer Generated Media (CGM) on the Internet. Major sources of CGM are currently including blogs, forums, chat rooms and content sites in China, Hong Kong and Macau. Client partners are coming from advertising, banking, finance, IT, mobile phone operator, public utility, sports and telecommunication sectors.

For more details, visit www.kmatrixonline.com.

Contact person

Ralph Szeto
Business Development Director
k-matrix Limited

Phone (852) 3599-5473/ (852) 9100-9567
Email ralph@kmatrixonline.com