

# CHINA STAR MEDIA CORPORATION

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## PRESS RELEASE

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### **pH7 Interactive appointed ad agency for UCS Weekly**

China Star Media Corporation has appointed Chicago-based pH7 Interactive as its advertising and marketing agency. The announcement was made by publisher Daway Zhou." The agency's principals, Philip Moy and Lee Salberg, bring a fresh perspective to our media operation which includes print, Internet and television," Daway said.

UCS Weekly is the first English language newspaper dedicated to developing relationships with U.S. and Chinese companies. "I am confident that this important move will enable us to bring additional advertising revenue-- an important component in maintaining the publication of most newspapers-- especially in these stressful economic times," she said.

"Certainly, our newspaper provides unique value to our advertisers. Phil and Lee bring a wide range of skills to China Star Media. We value their experience. Shortly, they will assist us in posting our UCS Weekly Web site. I think you will agree that the power of Internet technology is an effective way to reach more people and bring them closer together."

#### **About China Star Media Corporation**

China Star Media has been publishing a free Chinese language newspaper for the past 14 years for the Chicago area and the Midwest.

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#### **About pH7 Interactive**

pH7 Interactive provides advertising, web design, marketing communications and consulting services.

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