



Pixel Interactive Media Ltd

("Pixel" or "the Group")

Operational Progress

Pixel Interactive Media (AIM: PIXL), Asia's leading online advertising sales network, is pleased to provide an update on the progress of the Group since the announcement of its Interim Results on 4 September.

Highlights:

- Asia expansion plans on track
- publisher network expanded to Singapore through Asiaone.com
- further leading website publishers secured
- further major advertisers secured including Mini Cooper, Motorola, Heineken and Guinness
- unique users per month trebled since flotation to over 300 million

Kevin Huang, CEO, commenting on Pixel's progress said:

"I am delighted that Pixel Media continues to win mandates from some of the leading website publishers in Asia to gain revenue from their website traffic via online advertising. These wins are a strategic step towards further building and securing our market leadership position in Asia. We look forward to working with our partners in ensuring that their share of the online advertising pie continues to grow".

Asia Expansion

The Group is on target with its expansion plans into other Asian markets with its Shanghai representative office making satisfactory progress. Pixel Media also plans to set-up a sales office in Singapore to build on its already strong position before the end of 2006. The Group expects to make further announcements in relation to its expansion plans in due course.

New Mandates

Pixel Media is pleased with the development of its publisher base which already included leading websites in Asia such as Sohu.com, China's largest internet portal, MSN Hong Kong, Atnext.com, the leading Chinese online newspaper from Hong Kong, 881903.com, Cityline.com, Friendster.com and recently won Bloomberg.

Outlined below are contract wins since August 2006 with the majority being exclusive and utilising Pixel Media's proprietary software AiMs.

Singapore Press Holding's Asiaone.com

Pixel Media has been appointed the authorised online advertising sales representative for Asiaone.com, the internet operations of Singapore Press Holdings. Asiaone.com is the leading business, news, and lifestyle portal in Singapore that includes content from Singapore's leading newspapers such as The Straits Times, Business Times, Zaobao and special interest websites such as Asiaone Motoring, Asiaone Careers, Investor relations and more. Asiaone.com generates over 100 million page views and reaches over 6 million unique users monthly.

Tencent Holdings' QQ Instant Messaging and QQ.com portal

Pixel Media has been appointed as authorised advertising representative for the largest Instant Messaging community platform with over 400 million users in China. Tencent Holdings is listed on the Main Board of the Hong Kong Stock Exchange and has a market capitalisation of over £2 billion.

Metropolitan Television's 8TV.com.my

Pixel Media has been appointed the exclusive online advertising sales representative for 8TV.com.my, the online website of 8TV, Malaysia's leading Free to Air Television station. In its first year of operations, 8TV has successfully produced the highly-rated

Malaysian Idol™ series and also won several Asian-level industry awards for creative excellence. 8TV is a wholly owned subsidiary of Media Prima Berhad, a listed media holding company on Bursa Malaysia.

Kakiseni.com

Pixel Media has been appointed the exclusive online advertising sales representative for Kakiseni.com, the leading independent arts and entertainment portal in Malaysia. Kakiseni.com has been in operations for over 7 years and is widely recognised as the trustworthy and independent voice in the promotion of arts and entertainment in Malaysia.

JunkOnline.net

JunkOnline.net is the online companion to Junk Magazine, an Asian dedicated music publication. Pixel Media has been appointed the exclusive online advertising sales representative for Junkonline.net.

JourneyMalaysia.com

Journey Malaysia is a travel website that focuses on travel in Malaysia with over 1,000,000 page views per month and reaches audiences who are interested in travel with high disposable income. Pixel Media has been appointed the exclusive online advertising sales representative for Journey Malaysia.

StaronAir.com

StaronAir.com is the leading Asian-based broadband and Video content focus entertainment portal. It is a public internet platform that allows users to store and view videos and photos. In addition, it produces a variety of talk shows, entertainment and lifestyle focused content on its website.

Pixel Media has also secured major advertisers such as Australia Network, BMW, Mini Copper, eBay, Nokia, Motorola, Celcom, Maxis, Digi, Heineken, Guinness, HP, Smartone-Vodafone, The Asian Wall Street Journal, ETrade, and Citi Kah Wah Bank and continues to gain momentum in securing major advertisers and contracts for advertising on these new sites which it recently signed up as a part of its network.

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For further information:

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About Pixel Media

Pixel Media is a leading Asian interactive media network that provides complete online advertising solutions through the Internet to publishers and advertisers throughout the Asia Pacific region. Pixel Media's main services include online media sales representation, online advertising and sponsorships, search engine and email marketing, ad serving, and inventory management technology.

Pixel Media has an extensive client base including global brands such as Nokia, HSBC, Nike, British Airways, Canon, MasterCard, Levis, BMW, Citibank, Heineken and McDonald's. Pixel Media's web partners include many of the biggest portals and internet brands in Asia, such as 881903.com, Atnext.com, Cityline.com, MSN Hong Kong, SCMP.com, Friendster.com, HKGolden.com, SOHU.com, Qunar.com, Klue, MobileWorld and more, with a significant number being exclusive or preferred supplier relationships. Leading advertising agencies working with Pixel Media include WPP, Interpublic, Havas, Omnicom, Publicis, M&C Saatchi and many more.

The Asia Pacific region is experiencing rapid rates of economic growth. The online advertising sector in the region (excluding Japan) is expected to see very strong growth, with industry revenue forecasts of 39% CAGR during 2002 – 2007, from US\$304 million to US\$1.67 billion.

Pixel Media has developed its own proprietary ad-serving and inventory management system called AiMs (Ad Inventory Management System), which is personalised to serve the local Asian markets. Combined with its extensive network of top branded publishers and audience reach across its ad network, the AiMs system gives Pixel Media a significant competitive advantage by giving advertisers key campaign metric and information which helps them match their budgets, target market segments and monitor campaign performance.

Pixel Media was founded in 2002 by Kevin Huang, CEO, as a management buy-out of DoubleClick HK Ltd, the media sales arm of of the world's largest internet advertising company, DoubleClick Inc., based in New York. Pixel Media made its first profit within one year of the MBO and, since then, has grown into one of Asia's largest on-line advertising networks with over 3 billion monthly ad impressions.

Further information on Pixel Interactive Media is available at www.pixelmedia-asia.com

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