

**[For Immediate Release]**



**Kingsoft Corporation Limited**  
**金山軟件有限公司**

## **Kingsoft's JX Online II Achieves Popularity in Vietnam's Online Game Segment**

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### **Generates additional revenue and enhances presence in overseas markets**

(April 10, 2008 – Hong Kong) **Kingsoft Corporation Limited** (“Kingsoft” or the “Company”; SEHK stock code: 3888), China’s leading entertainment and applications software developer, distributor and service provider, based on market share, announced today the peak concurrent users of the Company’s online game JX Online II (劍俠情緣II) has seen a rapid increase since it successfully commercialized in Vietnam on March 17. JX Online II recorded peak concurrent users of 65,000 during its open beta testing started in December 2007.

The popularity of the Company’s games in the Vietnamese online game market demonstrates Kingsoft’s first mover advantage. Vietnam holds significant potential for growth as its online game market is still in its early phase with only around 25% penetration of addressable online game users in 2007, compared with around 19% penetration rate in 2006.

Kingsoft began marketing its entertainment software Vietnam in 2004 through a strategic alliance with VinaGame, a leading local online game operator in Vietnam. Through licensing agreements with VinaGame, Kingsoft’s innovative game JX Online (劍俠情緣) was commercially launched in Vietnam in August, 2005 and achieved an immediate success with record peak concurrent users of 232,000 in December, 2006.

By partnering with VinaGame in Vietnam, the local version of The First Myth (封神榜) was commercially launched in March 2007.

Apart from entertainment software, Kingsoft also offers other application software in Vietnam. Accordingly to the Company’s Annual Results Announcement dated on March 31, 2008, games licensing revenue outside of China represented 17% of Kingsoft’s total entertainment software revenue for 2007.

“Vietnam is one of our most successful overseas markets. We are pleased to be a pioneer in the Vietnamese online game market, achieving increasing popularity of our games and consolidating our leading position through on going franchise of Kingsoft

brand names. We will further increase our presence in overseas markets by continuing delivery of good quality games and maintaining long-term strategic partnership with top local operators,” said Kau Pak Kwan, acting CEO of Kingsoft.

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### **About Kingsoft**

Since having commercially launched the first office applications software, WPS 1.0 in 1989, Kingsoft Corporation Limited has now become a leading entertainment and applications software developer, distributor and service provider in China, based on market share. The Company leverages its comprehensive software development platform to offer a wide range of innovative entertainment and applications software.

Kingsoft has several well-known products such as WPS Office, Kingsoft PowerWord, Kingsoft Internet Security, and online games such as the JX Series and The First Myth. In addition, the Company sells various products such as Kingsoft Internet Security and Kingsoft PowerWord to retail consumers, corporate organizations and government agencies in China using online and offline distribution channels.

With its headquarters in Beijing, Kingsoft has multiple research and development centers based in Zhuhai, Beijing, Chengdu and Dalian. The Company's vision is to create world-class software products that run on every computer and our strategy is to enhance our position as a leading entertainment and application software developer, operator and distributor in China (based on market share) and to expand its presence in certain overseas markets.

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