



## **JX World Online Expands into the Hong Kong, Macau and Taiwan Markets**

\* \* \*

### **Kingsoft Joins Forces with Taiwan Market Leader of Online Games**

(Hong Kong, 7 April 2010) — **Kingsoft Corporation Limited** ("Kingsoft" or the "Company"; SEHK stock code: 3888), a leading applications and entertainment software developer, distributor and service provider in China, has signed a cooperation agreement with Game Flier International Corp., granting it the agency right of operating *JX World Online* in the Hong Kong, Macau and Taiwan markets. The game is expected to be launched in the second quarter of 2010.

*JX World Online* is the seventh title under *JX series* of the Company. After launched in China, its Peak Concurrent Users ("PCU") quickly recorded as high as almost 380,000. Leveraging the strong brand recognition of *JX series* and the superb quality, *JX World Online* has already successfully expanded into markets of Vietnam, Malaysia and Australia etc. With its multiple editions in different countries, it has contributed greatly to the Company's outstanding performance.

Game Flier, a subsidiary of Soft World International Corp., is an online game operator and marketer. Currently, it operates more than 30 games with extraordinary performance in the Taiwan market. After the cooperation on *JX Online* and *JX Online II*, this is the third time that Kingsoft joins forces with Game Flier.

**Mr. Pak Kwan Kau, Chairman and Chief Executive Officer of Kingsoft**, said, "We have successfully launched a series of popular online games in overseas markets, including *JX series* and the *First Myth series* etc.. Our Company will speed up our strategic expansion into markets outside China mainland. We will explore channels to boost revenue through operating games by ourselves and cooperating with local market leaders. We believe that our third cooperation with Game Flier will bring another great success to *JX World Online*, and it will further consolidate the leading position of *JX series* in Southeast Asia market."

-- END--

**About Kingsoft Corporation Limited (Stock Code: 3888)**

Kingsoft is a leading developer, distributor and service provider of applications and entertainment software in China. Following the commercial launch of its first office applications software WPS 1.0 in 1989, Kingsoft has since launched numerous well-known software products, including WPS Office, Kingsoft PowerWord, Kingsoft Internet Security, and online games such as the JX Series and the First Myth series, gaining it leading market share in the industry. In addition, Kingsoft has built an extensive sales and distribution network, through its online and offline distribution channels, Kingsoft provides various types of products, such as office applications software, internet security software, translation software and online games, to retail customers, corporate clients and government bodies in China. Developing world-class software products has always been Kingsoft's mission, headquartered in Beijing; Kingsoft has built a number of R&D centers in Zhuhai, Beijing, Chengdu, Dalian and Shenzhen. In the future, Kingsoft will continue to develop new products and expand its market share in China, while making strong entrance into other overseas markets.

For more information, please visit [www.kingsoft.com](http://www.kingsoft.com)

**For Press Enquiries:**

**Kingsoft Corporation Limited**

Ms. Michelle Feng Harnett  
Tel: (86) 10 82325515  
Email: [ir@kingsoft.com](mailto:ir@kingsoft.com)

Ms. Claire Lee  
Tel: (86) 10 82334488 – 5850  
Email: [limiao@kingsoft.com](mailto:limiao@kingsoft.com)

**Strategic Financial Relations (China) Limited**

Ms. Nan Dong  
Tel: (852) 2864 4811  
Email: [nan.dong@sprg.com.hk](mailto:nan.dong@sprg.com.hk)

Ms. Anna Luk  
Tel: (852) 2864 4877  
Email: [anna.luk@sprg.com.hk](mailto:anna.luk@sprg.com.hk)