



KINGSOFT JOINTLY OPERATES CQ WITH 7K7K EXTENDING ONLINE GAME CLIENTELE INTO YOUTH AGE GROUP

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(16 July, 2010 – Hong Kong) **Kingsoft Corporation Limited** (“Kingsoft” or the “Company”; SEHK stock code: 03888), a leading applications and entertainment software developer, distributor and service provider in China, has announced its collaboration with 7K7K, a leisure online game platform, to jointly operate **CQ**, which starts closed beta testing today. This cooperation allows Kingsoft to explore market of the post-90s players and makes 7K7K the third strategic partner of Kingsoft, after Shanda and SINA.com.

CQ is an animated cartoon style MMORPG game developed by Adin Studio of Kingsoft in Chengdu in 2007. The game has launched three expansion packs so far. The upcoming expansion pack **Luan Shi Jia Yuan** in this summer is highly anticipated by game players. **Mr. Bi Zheng Hua, Vice President of Kingsoft Games** said, “The majority of Kingsoft's game players falls in the age group of 20-30. As the majority of 7K7K's users are students and beginners in online games, the cooperation would enable Kingsoft to expand its clientele to a wider range of age groups and to include post-90s users.”

Since 2010, Kingsoft has implemented various strategies to diversify its clientele into younger age groups. Earlier in May, Kingsoft announced an investment in the TV program named after its online game “**JX — Cang Jian Shan Zhuang**”, with first tier artists of EEG Mr Nicholas Tse and Ms Charlene Choi as the lead actor and actress. Besides, Kingsoft plans to launch its first web-game **Shen Dao Xing 8 Ke** this September, which is tailor-made for post-90s. The Company's office software unit has recently announced that it will launch its mobile office software for iPad to attract more young users.

Mr. Pak Kwan Kau, Chairman and Chief Executive Officer of Kingsoft, said, “The post-90s users are becoming the major consumers on the internet and Kingsoft has always valued the cultivation of new generations of users. By investing in TV program, launching mobile office software for iPad and co-operating with 7K7K leisure online game platform, we have full confidence that we will attract more young users to enlarge our customer base and meanwhile add new dimensions to the Kingsoft brand.”

Since 2009, Kingsoft and its strategic partners have jointly operated four games, including “**JX World**” Shanda version, “**JXII**” Shanda version, “**JX III**” Shanda version and “**JX World**” with SINA.com.

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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 and through over 20 years of innovative endeavor, Kingsoft has been widely recognized as a household renowned software brand in China. We have rejuvenated and successfully transited ourselves from the legacy of “the King of package software” to be an internet application based model of Software as a service (SAAS).

Kingsoft’s main business lines are on-line games, internet security and application software. We have built an extensive sales and distribution network through our online and offline distribution channels. We provide numerous well-known software products such as WPS Office, Kingsoft PowerWord, Kingsoft Internet Security and online games including the JX Series and the First Myth series to retail customers, corporate clients and government bodies in China. Kingsoft is building a converged user platform for its diversified product portfolio and providing a variety of value-add-services.

The mission of Kingsoft is being committed to improving the quality of people's digital lives. With its headquarter located in Beijing; Kingsoft has built a number of R&D centers in Zhuhai, Beijing, Chengdu and Dalian. While leveraging our R&D strength, we have introduced groups of top software and game operation talents to our management team with the aim to better user engagement and improve operation efficiency. Kingsoft will carry on developing new products and expanding its market share in China, while making strong entrance into other overseas markets.

For more information, please visit www.kingsoft.com

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