



Immediate Release

Asia Media Systems Announces Incorporation of Cold Storage

March 19, 2008, Singapore - Asia Media Systems ("AMS") is pleased to announce the incorporation of its new subsidiary, Cold Storage Software Pte Ltd. ("Cold Storage"). Specialized in Network Attached Storage ("NAS") technology, Cold Storage engages in developing and marketing NAS products and solutions in the region.

"I am delighted to announce the incorporation of Cold Storage company. The establishment of Cold Storage symbolizes the commencement of our new strategic move", said Mr. Giang Phung, Chief Executive Officer of AMS.

Cold Storage carries products based on NAS technology. Designed to deliver improved performance, scalability and availability of cold multimedia contents and archived data storage, Cold Storage offers a range of NAS Gateway and NAS Appliance that can fulfill the stringent storage needs of high performance, demanding multimedia applications.

"Digital media applications such as IPTV and digital broadcast make use of very large data volumes, potentially tens or hundreds of terabytes, to store and deliver multimedia content to a large group of concurrent users over various types of network. Majority of the data is long tail and less-structured in format." said Mr. Dominic Mak, Managing Director of Cold Storage. "Frequently access is less than 10% of the media contents. That leaves the remaining 90% contents getting colder. where Cold Storage fits in. We aim at helping organizations with a well-balanced 'cost vs. size' while providing performance for applications with demanding I/O and network performance."

"Products from Cold Storage have been well accepted by heavy weight players in Korea, such as Korea Telecom and Munhwa Broadcasting Corporation. Our next move is China, where we are confident that our new storage technology can help to facilitate the digitization process which is taking place in this vast nation", said Mr. Giang Phung.

About Cold Storage

Cold Storage is forerunning solution provider specializes in developing advanced network attached storage (NAS) solution for cold multimedia content and archived data. Combining proven experience NAS system deployment and strong customer focus, Cold Storage offers the right data storage solution that can provide the highest performance, help lower infrastructure investment and cost of ownership, improve service reliability and simplify system management. More information about Cold Storage can be found at www.coldstoragesoftware.com.



Asia Media Systems Pte Ltd.

About AMS

AMS is a regional technology company that focuses on providing digital media and network storage solutions to customers in Asia. Our forte is in the fields of digital media; digitize televisions, broadband network and storage systems.

At AMS, we stride to lead the digitization wave, by applying technology, be it to transform data centers into digital media centers, or uplift networks to support the new digital experience. Our people have years of experience and track records in building and delivering large-scale projects in Asia.

More information about AMS can be found at www.asia-ams.com.

Issued by Asia Media Systems Pte Ltd.

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