
Asia Global Holdings Corporation Will Produce and Broadcast in China Who Wants To Be A Millionaire?

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Asia Global Holdings Corporation is pleased to announce its China TV Entertainment subsidiary has signed agreements to produce and broadcast in China the phenomenally successful TV entertainment show "Who Wants To Be A Millionaire?"

The Agreements between UK based Celador International Limited, the show's format owner, and China Media Power Ltd. (CMP), a 60% owned subsidiary of Asia Global Holdings Corp, allow CMP to produce and broadcast a minimum of 104 episodes. The episodes will commence broadcasting on or about May 1st, 2007 for a 12-month period with a mutual option for production and broadcasting to continue for a second year thereafter. CMP will broadcast, "Who Wants To Be A Millionaire?" in major cities in China on the network of the Central Government of the PRC. CMP revenues will be generated from the sale of advertising which will air during the broadcasting of the show. "Who Wants To Be A Millionaire?" originally debuted in the UK where it achieved astonishing success. In the US, it was announced that the blockbuster TV program was one of the highest money earners in TV programming history. "Who Wants To Be A Millionaire?" has broken ratings records in almost every one of the 106 countries it has launched. Michael Mak, President of Asia Global Holdings Corporation stated "This is an important milestone for the Company. With TV advertising sales representing 75% of the \$37 billion advertising market in China, we feel this is the ideal way for us to expand our media sales business into television. It is our intention to build upon "Who Wants To Be A Millionaire?" utilizing the internationally recognized brand position and broad TV exposure to further expand our existing strengths in the Media and Advertising industry in China. "Who Wants To Be A Millionaire?" will draw major advertisers and bring increased global attention to the Company and its other strong advertising vehicles."