



For Immediate Release

**CATCHA MEDIA BERHAD APPOINTS NEW CHIEF OPERATING OFFICER TO EXECUTE RAPID
BUSINESS GROWTH STRATEGY**

KUALA LUMPUR, 9 January 2012 – Catcha Media Berhad (“Catcha Media”), one of Southeast Asia’s leading new media companies, today announced the appointment of Damon Rielly as Chief Operating Officer with immediate effect.

Patrick Grove, CEO of Catcha Media said, “It will be an exciting 2012 for Catcha Media and our stakeholders as we are set to fast forward our growth to be the largest new media business in the ASEAN region. We are thrilled to have Damon onboard as COO to execute our growth strategies as his vast experience and exemplary track record in his previous experiences across various media platforms will help ensure our vision becomes reality in the shortest span possible.”

Damon previously served as General Manager of the company’s online media business, which operates all of Microsoft Advertising online properties in Malaysia and exclusively represents advertising sales for Lowyat.net, where he transformed the business’ operational efficiency and grew sales revenue to record levels. Prior to this, Damon was the Head of Media Sales & Operations at REA Group, the world’s second-largest online real estate advertising company, where he was responsible for all display advertising across all REA Group sites within Australia and has led a 60-strong team in the country.

Damon said, “I am really looking forward to taking on the responsibilities of the COO role at Catcha Media. I feel my industry experience and the last 12 months in Malaysia prepares me well for the role and the task ahead to help lead Catcha Media in achieving the vision of becoming ASEAN’s leading new media company. It is going to be a big year for Catcha Media as we have a strong and diversified core business and exciting opportunities lined up which we will be launching in 2012.”

“Catcha Media has a very strong and focused management team and board members. I am really excited to be working closely together with them to bring rapid success to the business,” added Damon.

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About Catcha Media Berhad

Catcha Media Berhad (Catcha Media) is a Malaysian-based company, in online media, publishing and e-commerce with all businesses contributing to a combined reach of approximately 10 million people per month. Catcha Media operates all of Microsoft Advertising's online properties in Malaysia, including MSN portal, Windows Live Messenger (MY) and Hotmail (MY), and the advertising space for Lowyat.net (Malaysia's largest technology forum).

Catcha Media's publishing division, Catcha Publishing, has 15 titles in 17 editions published across three countries. Its portfolio extends to a comprehensive demographic spread from general interests through to high net worth readership with publication titles including JUICE, Hanger, Stuff, Clive, Fairways, Mint, Octane, Prestige, Prestige Lifestyle, IDEAS, HomePride, EVO, Supercars, EVO Performance Heroes and Kitchen+Bathroom Magazine.

Catcha Media is also involved in e-commerce via Hauteavenue.com. The e-commerce site is an exclusive members-only luxury fashion sales portal that currently serves both Malaysia and Singapore members.

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