

CATCHA

V E N T U R E S

PRESS RELEASE

For immediate release

RAPIDU.COM, A BETTER WAY TO BUY

**New online store offers branded electrical products at affordable price
with fast and reliable service right at your doorstep**

6 August 2010, Kuala Lumpur – Catcha Ventures, the business development arm under Catcha Holdings, is proud to announce today the launch of their latest online venture, www.rapidu.com.

Inspired by the concept of ‘Rapid Service to You’, Rapidu.com is an online store that offers the latest models of branded electronics at slashed prices with fast and reliable service. This comes with free shipping for delivery within West Malaysia and next day delivery for selected items.

“E-retail has been long over due in Malaysia. In the past few years we have seen tremendous growth in Internet penetration and from this we have the emergence of a lot of quality Internet businesses. Despite this there has been a real lack in online retail sales, which is the next step in a maturing Internet market. Rapidu.com will begin to fill this space,” said Patrick Grove, Group CEO, Catcha Holdings.

“Rapidu.com brings this door to door convenience to consumers who are looking at buying electrical products, all at an affordable price. We try our best to match the prices of our closest competitors to give consumers the best deals and services possible” he continued.

At its early stages, Rapidu.com now carries digital cameras and camera accessories ranging from Canon, Sony, Nikon, Panasonic and more before it expands its product line-up to carry the full range to include LCD TVs and home appliances.

All transactions made on Rapidu.com are 100% secured. To further prove its commitment, Rapidu.com is offering a money back guarantee for users who are not satisfied with their products. Terms and conditions apply.

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In conjunction with its launch, customers will get to enjoy an additional 5% discount on their purchase. Just type the discount code, rapidulovesyou, in the discount code field upon check-out. Offer valid for a limited time only.

Hurry up and log on to www.Rapidu.com to find out more or follow us on Facebook at facebook.com/rapiduonline and Twitter at twitter.com/rapiduonline to get latest updates on latest models and current deals.

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About Catcha Holdings

Catcha holdings (CH) is one of Southeast Asia's largest and most dynamic media holdings companies. Its portfolio includes a wide variety of media related assets. The portfolio includes companies such as Catcha Media, which is one of the regions premiere magazine and online publishers with a monthly reach of 9 million people. It also includes Catcha Digital Asia, one of the regions most dominant online ad agencies. CH is the founder and majority shareholder in Iproperty.com, Asia's largest property portal. All of these combine to make CH one of the top media brands in Asia. CH continues to seek out opportunities in the online sector in Asia.

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