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Li-Ning Jump Smash™ 2015 – The first of its kind ultimate badminton challenge available on iOS, Android and Nokia

San Francisco, 5th March 2015 – Malaysian gaming and animation giant Mediasoft™ Entertainment have announced their latest release of the Li-Ning Jump Smash™ series for 2015 at the Game Developers Conference (GDC) at the Moscone Center today. This is the first of the Li-Ning Jump Smash™ series where the art and character styling follow that of anime manga characters.

When asked about the reason for the sudden change in the art style for this version, Managing Director, Havene Liew explains that, “Badminton is a sport that has a strong foothold in many Asian countries and anime manga trends are very prevalent within this region. We also saw this as an opportunity to increase the entertainment value of the game.”

However, those are not the only distinctions of Li-Ning Jump Smash™ 2015 from its predecessors. The new release has many upgrades as well, from its user interface to gameplay and even character customization!

With outstanding visual effects and high quality gameplay design, the Jump Smash™ Series is now one of the shining sport games in the **mobile gaming market** today. As an awarded game of Asia Smartphone Apps Contest & Summit 2014, the Jump Smash™ series are well known of its highly realistic gameplay and fascinating in-game features. Their designs are mostly inspired by real-world badminton stars, stadiums and equipment as well.

Li-Ning is one of the leading international sports brands, excelling in manufacturing and designing sporting goods including footwear, apparel, equipment and accessories for performance and sports lifestyle. Headquartered in Beijing, the Group has state of the art brand marketing, research and development, design, manufacturing, distribution and retail capabilities. Li-Ning is not only known for making professional sports products but the focus on fulfilling needs of consumers who participate in various sports focusing on Running,

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Basketball, Badminton, Tennis, Lifestyle & Fitness and more. The company also endorses a number of athletes and teams worldwide including Dwayne Wade, the top NBA player from Miami Heat.

Li-Ning is also the title sponsor of the World's top badminton tournaments such as the Sudirman Cup, Thomas and Uber Cups, World Championship and also sponsors several top national badminton associations and players. The trademark also featured on the title of BWF World Championship 2014, which was held in Copenhagen, Denmark recently. Both pioneers from their own industry will also aim to cooperate in the international badminton championship in the future.

The global sponsorship commences from August 2014, and will be in place for the next five years. This achievement marks the first time a Malaysian gaming company has partnered with an international brand such as Li-Ning. By working together, we hope to promote and revive badminton amongst the younger generation.

"We are very excited about this handshake with Mediasoft™. We always want to be involved in everything with sports, especially badminton and Li-Ning Jump Smash™ will help take badminton lovers to becoming badminton players and hopefully from mobile some would go on to play on the courts," says Mr. Simon Soh, Director of Sunlight Sports.

"Jump Smash™ is off court badminton and Li-Ning is on court badminton, so it makes a great combo. With Li-Ning coming on board we get to be more realistic and also reach out to a sports focused audience. I would also like to take this opportunity to announce that the *Li-Ning Jump Smash™ 2015* version is also in the pipeline," says the MD of Mediasoft™, Mr. Havene Liew.

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About Mediasoft™

Mediasoft™ Entertainment is an award winning Malaysia based world-class animation, games and VFX studio that produce high quality creative content since 2012. They consistently strive to instill creativity and innovation to grow the company's business globally, as well as to achieve the goal to be top player in game development and animation industries. Capitalizing on strategic partnership and distribution links across Asia, North America, Europe and Middle East, Mediasoft™ Entertainment aims to cater for various games development and IP creation needs from conceptualization to post-production stage.

About Sunlight Sports

Sunlight Sports Pte Ltd is the leading distributor for world renowned brands such as Li-Ning, Kason, DHS, UHLSport, Kempa and McDavid. Their wide range of products include footwear, apparels, equipment, accessories for sports such as badminton, basketball, soccer, tennis, running, lifestyle and fitness, as also provide sports protection products such as wraps, braces and other products to help prevent injury and reduce downtime in the meanwhile. Sunlight Sports has a wide spread distribution network with a wide client base and has gained strong presence in countries such as Singapore, Malaysia, Indonesia, India, Nepal, Sri Lanka, Pakistan, Brunei, Cambodia, Myanmar, Laos, Philippines, Korea, Hong Kong, Thailand, Australia, New Zealand and Middle East. They also play a vital role in developing and bringing about enthusiasm in sports and we remain committed to inspiring passion for sports.

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