

【Press release】 For immediate release



**Tian Ge Interactive Holdings Limited**

天鵝互動控股有限公司

(Stock code: 01980)

**TIAN GE AND BJL ENTERTAINMENT ANNOUNCE STRATEGIC PARTNERSHIP  
TO BECOME JOLLY100'S EXCLUSIVE ONLINE PARTNER IN CHINA**

- Strategic alliance would allow Tian Ge to extend its technology and content offering inside Jolly100's chain of KTV facilities to include games, online to offline interaction and parties, virtual hosts and competitions, online payment and virtual gifts.

**Hong Kong/ Hangzhou, China, May 26, 2015** - Tian Ge Interactive Holdings Limited (Tian Ge, 1980.HK, TGRVY.US), the largest “many-to-many” live social video communities platform in China, announced that the Company has entered into a strategic alliance with Wenzhou BJL Entertainment Investment Management Co., Ltd. (“BJL Entertainment”), one of the largest chain karaoke operators in Zhejiang province, China.

As the exclusive online partner of Jolly100 chain karaoke brand in China, Tian Ge will revolutionize the traditional offline karaoke experience of Jolly100 by offering online to offline interactions and parties powered by our proprietary live video streaming technologies, gamification and cloud rating system, virtual hosts and competitions and our O2O monetization.

“In 2014, we successfully introduced and tested our new product in three Hangzhou locations. Our cloud-based software solution has successfully expanded our user demographic and increased the offline asset's yield through the introduction of online to offline promotions, gamification, virtual gifting and virtual economies, and other innovative features. We are excited to integrate our new and innovative KTV entertainment solutions on a regional or national scale in partnership with BJL Entertainment. We believe the addressable market for our O2O product is massive, and could potentially generate outsized shareholder returns.” Said Mr. Mike Fu, Chairman, Executive Director and Chief Executive Officer of Tian Ge.

“This groundbreaking partnership will create a huge impact to our existing clients. We believe this innovative O2O karaoke solution by Tian Ge would improve our brand image, revolutionize user experience and diversify monetization”, said BJL Entertainment CEO Mr. Ke Bai.

Under this strategic alliance, Tian Ge and BJL Entertainment plans to upgrade and install Tian Ge's new cloud-based software solution to at least 10 test locations throughout Wenzhou and Hangzhou regions of Zhejiang province, China.

- Ends -

## About Tian Ge

Tian Ge (1980.HK, TGRVY.US) is one of the largest live social video community platforms in China. The Company was founded in Hangzhou, China in 2008 and went public on the main board of the stock exchange of Hong Kong in July 2014. It currently operate eight “many-to-many” live social video communities on both mobile and PC, including 9158 and Sina Show, the two largest communities; and one “one-to-many” community, Sina Showcase.

Our communities offer diverse selection of user-generated content in the live social online video community industry. Through our “many-to-many” ecosystem where multiple users can simultaneously stream to other viewers in the same real-time video room, Tian Ge enables users to interact, socialize, share interest, send virtual items & gifts, and encourages our users to showcase their talents or knowledge for open and public exposure. Recently, we expanded our ecosystem to the online-to-offline (O2O) karaoke, live social mobile & PC games and emerging healthcare mobile application.

For more information, please visit [www.tiange.com](http://www.tiange.com)

### To visit our communities:

9158: [www.9158.com](http://www.9158.com); Sina Show: <http://show.sina.com.cn/>; Sina Showcase: <http://ok.sina.com.cn/>

## About BJL Entertainment

Wenzhou BJL Entertainment Investment Management Co., Ltd. is one of the largest chain karaoke operators in Zhejiang province, China. With almost a decade of history, it currently operates several chain karaoke brands throughout China, which includes the Jolly100 brand and the V-show brand.

For media inquiries, please feel free to contact:

### LBS Communications Consulting Limited

Joanne Chan (852-9616 2676), Janice Liu (852-9859 0513), Ian Fok (852-9348 4484)

Tel : (852) 3679 3671 / (852) 3752 0428 / (852) 3752 0432

Fax : (852) 3753 2899

Email: [jchan@lbs-comm.com](mailto:jchan@lbs-comm.com) / [jliu@lbs-comm.com](mailto:jliu@lbs-comm.com) / [ifok@lbs-comm.com](mailto:ifok@lbs-comm.com)

For investor inquiries, please contact:

Kenneth Ke

Tel: +86 (571) 88108686 Ext. 8103

Email: [kenneth@9158.com](mailto:kenneth@9158.com)