

China Media Express – CCME – Veers off Track

China MediaExpress (CCME) is China's largest television advertising operator on inter-city and airport express buses

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The Company

generates revenue by selling advertisements on its network of television displays installed in over 27,200 express buses operating in China's most prosperous regions, including Beijing and Shanghai.

The relatively long travel time between cities, captives and receptive audience offers a great opportunity for branding and advertising. Large corporations are taking advantage. The growth in China's advertising market is driven by the rapid and sustained economic growth and the increases in disposable income and consumption.

CCME provides an effective reach and attractive demographics. The in-bus media is a great supplement for the traditional media platform, with significantly low cost. It is a marketing channel which helps their clients reach the fast growing middle class consumers in the big metropolitan

areas.

The stock is trading around \$0.20 Cents now, it has fallen dramatically – from its 52 WK highs of \$23.00 Dollars! The dramatic decline is the result of alleged bad accounting practices. This is a very high risk, high reward play, *suitable only for those who could take a total loss.* However, for the nimble and super-alert trader, this could be a Huge Opportunity.

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