

**All-China Sports Federation, The Chinese Olympic Committee, CITIC Pacific Ltd.  
Jointly Created China Interactive Sports**

All-China Sports Federation, The Chinese Olympic Committee and CITIC Pacific Ltd. jointly announced on November 18<sup>th</sup>, 2003 that they will work together to broaden the application of IT and telecommunications technologies in sports and to create China Interactive Sports.

The head of State General Administration of Sports, Chairman of The Chinese Olympic Committee and Executive Chairman of The Beijing Olympic Committee YUAN Weimin, Party Secretary of State General Administration of Sports, Chairman of All-China Sports Federation LI Zhijian and Chairman of CITIC Pacific Larry Yung officially launched China Interactive Sports and three websites built upon this platform.

LI Zhijian pointed out that the creation of China Interactive Sports demonstrated the determination that China has towards further strengthening and building IT and telecommunications technologies in sports. The cooperation of All-China Sports Federation, The Chinese Olympic Committee, CITIC Pacific and the resulting China Interactive Sports platform is an important step towards establishing multi sports service system.

Vice Chairman of All-China Sports Federation, Vice Chairman of The Chinese Olympic Committee and the spokeswoman of State General Administration of Sports Ms. HE Huixian said that China Interactive Sports is a broadband interactive multi sports service platform. It uses IT and telecommunications technologies as central point, gathering related systems, applications and resources as important ingredients, carrying many application systems, including sports websites, sports competition management, sports games online and online competition result broadcasting to service members of the online sports world. With the further development of China Interactive Sports, there will be many application systems in the future.

China E-Sports Games (“CEG”) has been officially listed as the 99<sup>th</sup> competitive sports in China. The first China E-Sports games will be held in the first quarter of 2004 by All-China Sports Federation, China Interactive Sports Development Co. and China Interactive Sports Communications Technology Co.

All-China Sports Federation, through holding China E-Sports Games, aims to standardize and guide the healthy development of the game, raise the level of China e-sports and at the same time, internationalize those games with Chinese characteristics. According to holders, after the competition, a team of high quality people will be selected to form the China National Team, representing China to compete in international e-sports competition.

The China E-sports game initially has 3 categories: State Standard, Recreation and One to One. The games will be open to individuals and groups. Sponsors also encourage the development of local representative teams.

The three launched websites are:

Sport.org.cn has quick, accurate, broad and authoritative sports reports and, at the same time, the website organizes China's 65 official websites of Individual Sports Federation and their related pages into one entity.

Olympic.cn, with both the English and Chinese versions, is the official website of The Chinese Olympic Committee. It has accurate information related to Olympics and is an important communications window for sports in China and the Olympics.

Sports.cn is a recreational sports commercial website, with active sports news which integrates four professional sports websites: China Sports Online, China E-sports Games Online, China Sports Lottery Website and Online Sports Goods Fair. Sports competition video will be broadcasted, e-sports competition held, and sports related goods available for purchase. It is the only official site for information on sports lottery.