



News Release

Intel Capital Invests in WinChannel

Enabling consumer goods industry innovation, improving core competency of Chinese companies

Nov. 17, 2010, Beijing — Today, Intel Capital, Intel’s global investment organization, announced that joined by SIG Asia Investment, it signed an agreement with WinChannel, China’s leading marketing management solutions provider for the consumer goods industry. Subject to various closing conditions, the two organizations will invest in WinChannel. The agreement was announced at the 11th Intel Capital CEO Summit in California, USA. It is yet another demonstration of Intel Capital’s confidence and commitment to promoting local technology innovation in China.

In recent years, the Chinese consumer goods market has maintained double digit annual growth, which has generated huge demand for informationalized management. WinChannel provides customers with solutions that focus on sales channel management, including software, system platforms and service support. Through Winchannel’s solution, customers can manage, normalize, and analyze channel information in near real time. Established under the concept of efficient market feedback, the marketing management system can help brand owning companies increase business operation efficiency, optimize inventory, and make the transparency through channel to retail points a reality.

“We are very pleased to have the support of Intel Capital and SIG Asia Investment. I believe this successful financing will enable WinChannel to achieve a new level of development. After three years of development, WinChannel has accumulated an in-depth understanding of marketing of the consumer goods industry,” said Andrew Cui, Founder

and CEO of WinChannel. “Going forward, we are committed to providing SAAS (Software as a Service) platforms and solutions. We aim to become a marketing expert in cross-industry products and consumer information.”

“With the expansion and development of China’s consumer goods market, consumption patterns involving the combination of mobile communication and digital devices have emerged. Innovative, efficient marketing management technology and solutions will become the keys to success in this sector,” said Richard Hsu, Managing Director of Intel Capital China, “The investment in WinChannel demonstrates again our commitment to supporting local technology innovation. We will continue driving the development of the consumer Internet and the upgrade of the consumer goods industry.”

Gong Ting, Managing Director of SIG Asia Investment, said, “Consumer goods industry is one of the areas we have been very focused on. In the past few years, SIG Asia Investment has been working closely with enterprises in the industry to achieve new marketing management solutions leveraging new technologies. SIG Asia Investment has also been working to promote the transformation of traditional marketing in the consumer goods industry, with the emerging technologies. SIG Asia Investment holds a very positive view on WinChannel’s products and services and will provide sustained financial support for the company’s rapid development.”

Intel Capital has been focusing on investments in China’s high-tech sector for many years, aiming to promote local technology innovation and the development of the industry in China. Since establishing its presence in China in 1998, Intel Capital has invested over USD 500 million into more than 90 Chinese technology companies. Funding for the investment in WinChannel comes from the Intel Capital – China Technology Fund II established in 2008. It will be used to support WinChannel’s R&D and business development.

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About WinChannel

WinChannel is a leading consumer goods marketing management solutions provider. The company, headquartered in Beijing Zhongguancun High-tech Park – the Silicon Valley of China – has branches in Shanghai and Guangzhou, among other locations. The

WinChannel team is composed of experienced marketing and technical experts from the consumer goods industry. They have an in-depth understanding of the marketing operation in the consumer goods industry, extensive experience in marketing and operations management, and implementation experience with the construction of large-scale marketing and management systems. For more information about WinChannel, please visit <http://www.winchannel.net>.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.7 billion in over 1,100 companies in 48 countries. In that timeframe, 189 portfolio companies have gone public on various exchanges around the world and 258 were acquired or participated in a merger. In 2009, Intel Capital invested US\$327 million in 107 investments with approximately 50 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit <http://www.intelcapital.com>.

About SIG Asia Investment

SIG Asia Investments, LLLP (SAI) is a member of the **Susquehanna International Group** of companies (**SIG**), which has evolved over the past 20+ years into a leading financial institution focusing on trading and market making, institutional sales and research, private equity, and venture capital. With more than 1,400 employees across offices worldwide, SIG is committed to expanding its global businesses in China. As part of that effort SAI has been mandated to commit SIG's proprietary capital in VC and PE investments in companies operating in the PRC. SIG seeks companies that can revolutionize or rapidly facilitate the development of products and services in mainland China and around the world. In particular, we have targeted sectors such as consumer service, Internet & IT, health care and media & entertainment.

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