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Cricket Media Announces New Digital Media and Language Learning Partnerships in China

Cricket's award-winning content to be distributed throughout China, across multiple platforms, channels and products

WASHINGTON DC, and DALIAN, China June 15, 2015 – Cricket Media, an education media company and global learning network, today announced content partnerships with four leading companies to develop new products for the English language learning, digital media and educational gaming markets in China.

The partnerships were developed in coordination with NeuPals, Cricket Media's joint venture in China with Neusoft, China's largest IT services company. The Neupals joint venture focuses on the Pre K-12 media and education markets in China.

Cricket has signed an agreement with Hujiang, one of China's leading online learning platforms, to provide children's content for its educational apps targeted for parents. Hujiang, based in Shanghai, has a scope of products and services that include a learning platform, online school, social learning network, online shop and educational products for language learning, vocational skills and the arts.

In addition, Cricket has partnered with Foreign Language Teaching and Research Press (FLTRP) to make Cricket's extensive digital library available to FLTRP for its educational products and services. Beijing-based FLTRP is China's leading educational publisher in foreign language teaching and learning.

Cricket also has signed agreements with two educational media and gaming companies targeting the market in China: Singapore-based Creative Knowledge Ltd. and Shenzhen-based BemeToy. Cricket will provide its content to Creative Knowledge for its Wawayaya JoyReader, a digital library of children's picture storybooks offered throughout Asia. The JoyReader mobile app is available on iPhone, iPad, Android phones and devices and targeted at children 0-12 who are learning English or Chinese as a second or foreign language. With BemeToy, Cricket will provide content to the high-tech toy manufacturing company for its smart toys. BemeToy, a start-up founded by former WeChat team members, offers products that engage young children in transmedia educational experiences.

"We are very excited to expand our language learning partnerships in China, which is the world's largest English language learning market, and to open further doors into the rapidly growing educational digital media and smart toy markets," said Stephanie Sharis, CEO of Cricket Media. "This is another important step in Cricket's progress toward opening our high quality digital media products and social learning platform to the world."

The partnerships follow several other Cricket alliances in China, including an agreement with Joymis, a Tencent company, to expand the availability of Cricket's content and products to consumers in China through its educational apps and games, and another with New Oriental, one of China's top language learning companies, to provide English language content for its products. Cricket is also working with Yilin Group, one of China's leading publishing, educational training and brand marketing companies, to expand the availability of Cricket's award-winning content in China and English Salon, a leading national magazine brand in China, to feature Cricket content in the company's highly regarded publications.

Cricket Media is one of the world's most respected children's media and education companies. Its media products have won more than 70 Parents' Choice Awards since 2012 and its social learning platform and products such as ePals and In2Books have been internationally recognized for their positive impact on learning outcomes.

About Cricket Media

Cricket Media is an education media company that provides award-winning content on a safe and secure learning network for children, families and teachers across the world. Cricket Media's 11 popular media brands for toddlers to teens include Babybug®, Ladybug®, Cricket™ and Cobblestone™. The Company's innovative web-based K12 tools for school and home include the ePals community and virtual classroom for global collaboration as well as In2Books®, a Common Core eMentoring program that builds reading, writing and critical thinking skills. Cricket Media serves millions of teachers, students and parents in over 200 countries and territories through its platform and NeuPals, its joint venture with China's leading IT services company Neusoft. Cricket Media also licenses its content and platform to top publishing and educational companies worldwide. For more information, please visit <http://www.cricketmedia.com>.

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