



China Wireless' Brand Construction Strategy Succeeds

--“Coolpad” Being Awarded Best Contribution Award

in BEST CHINESE BRAND CONSTRUCTION CASES SELECTION

10th November 2007, China Wireless Technologies Limited (「China Wireless」) (Stock Code:2369)'s wholly-owned subsidiary Yulong Computer Telecommunication Scientific (Shenzhen) Co. Ltd (「Yulong」) was given Best Contribution Award for its famous smartphone brand “Coolpad” in 2007 BEST CHINESE BRAND CONSTRUCTION CASES SELECTION. A grand award ceremony was held in Shenzhen InterContinental Hotel on that day. The “Coolpad” brand was awarded for its segment market brand construction strategy. Some other famous Chinese brands such as Haier and Qingdao Beer also got the same award.



BEST CHINESE BRAND CONSTRUCTION CASES SELECTION has been held by a leading international branding consulting company Interbrand Corporation and *21 Century Business Review*, which is among the top media in Mainland China. This event is an annual ranking of Chinese best brands, and has been successfully held for the third time in 2007, which is now an influential and famous event in China branding field. This event aims at finding out the best methods of brand construction in China and awarding those

outstanding enterprises in brand construction. The theme of the event in 2007 is seeking the grand wisdom of brand development. Yulong “Coolpad” insists on segment market brand construction strategy, finding out the exact target consumers, surveying their consuming habits deeply, and then developing precise marketing strategies based on its deep understanding of its target consumers. Benefiting from the successful brand construction strategy, Yulong has build up its high-end brand image and been the leader of domestic high-end smartphone suppliers.

The Chairman of China Wirelss, Mr. Guo Deying said, “The award is the best feedback and great encourage for Coolpad product and our brand construction strategy.”