



KINGSOFT FURTHER EXPANDS ASIAN TERRITORY

JX 3 ENTERS INTO KOREAN MARKET

(Hong Kong, 15 March 2011) — **Kingsoft Corporation Limited** ("Kingsoft" or the "Company"; SEHK stock code: 03888), a leading developer, distributor and service provider of application and entertainment software in China, announced that it has signed a cooperation agreement with IMI Korea ("IMI"), one of the largest online game item platforms in South Korea, granting it the agency right of operating ***JX Online 3*** ("***JX 3***") in South Korea.

JX 3 is the final title under the JX series trilogy with the features of traditional Chinese martial arts. It has successfully entered into the Malaysian market since October, 2009. Leveraging the strong brand recognition and the Chinese martial arts concept, JX series has already successfully expanded into markets of Taiwan, Vietnam and Malaysia and elsewhere since 2004. With multiple editions in different countries, JX series has contributed greatly to the Company's outstanding performance.

IMI's main businesses involve online game item intermediaries, online game operations, sales and trading of Internet content and products, etc. Since 2007, IMI has been the market leader in South Korea in sales and market share. IMI plans to adopt billing model for JX 3, allocate a professional operations team and launch a series of marketing activities to attract more South Korean players.

Mr Pak Kwan Kau, Chairman and Chief Executive Officer of Kingsoft, said, "We have successfully launched a series of popular online games in overseas markets, including JX series and the First Myth series, etc. Online games with the theme of traditional Chinese martial arts have been well received by players in Southeast Asia. With the fine quality of JX 3 and the leading position of IMI in the Korean market, we are confident that JX 3 will offer Korean players a whole new martial arts game experience. In the future, Kingsoft will continue to expand its overseas business by reinforcing collaboration with local market leaders and actively developing potential overseas markets to further deepen market penetration of our products overseas."

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About Kingsoft Corporation Limited (Stock Code: 03888)

Kingsoft is a leading developer, distributor and service provider of applications and entertainment software in China. Following the commercial launch of its first office applications software WPS 1.0 in 1989 and through over 20 years of innovative endeavor, Kingsoft has been widely recognized as a household renowned software brand in China. We have rejuvenated and successfully transited ourselves from the legacy of “the King of package software” to be an Internet application based model of Software as a service (SAAS).

Kingsoft’s main business lines are on-line games, Internet security and application software. We have built an extensive sales and distribution network through our online and offline distribution channels. We provide numerous well-known software products such as WPS Office, Kingsoft PowerWord, Kingsoft Internet Security and online games including the JX Series and the First Myth series to retail customers, corporate clients and government bodies in China. Kingsoft is building a converged user platform for its diversified product portfolio and providing a variety of value-add-services.

The mission of Kingsoft is being committed to improving the quality of people’s digital lives. With its headquarter located in Beijing; Kingsoft has built a number of R&D centers in Zhuhai, Beijing, Chengdu and Dalian. While leveraging our R&D strength, we have introduced groups of top software and game operation talents to our management team with the aim to better user engagement and improve operation efficiency. Kingsoft will carry on developing new products and expanding its market share in China, while making strong entrance into other overseas markets.

For more information, please visit www.kingsoft.com

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