



KINGSOFT JOINS SHINSOFT TO EXPAND INTO TAIWAN MARKET WITH KINGSOFT OFFICE TRADITIONAL CHINESE

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(12 August, 2010 – Hong Kong) **Kingsoft Corporation Limited** (“Kingsoft” or the “Company”; SEHK stock code: 03888), a leading applications and entertainment software developer, distributor and service provider in China, has announced its cooperation with ShinSoft Co. Ltd (“ShinSoft”) and authorized ShinSoft to be the general agency for Kingsoft in Taiwan. The two parties have jointly launched ***Kingsoft Office 2010 Traditional Chinese Edition***, and will kick off extensive cooperation in areas such as software development, sales and services of ***Kingsoft Office***.

Developed by Kingsoft, ***Kingsoft Office 2010 Traditional Chinese Edition*** is customized based on the colloquial language usage of the Taiwan region. Various editions such as Home Edition and Business Edition are launched to meet the needs of different end-users. Not only does the cooperation between Kingsoft and ShinSoft to launch ***Kingsoft Office*** in the Taiwan region offers Taiwanese users with more options of genuine office software, it also marks an important milestone of enterprise software cooperation after the Economic Cooperation Framework Agreement (ECFA) across the Straits.

Mr. Ge Ke, Senior Vice President of Kingsoft and CEO of Kingsoft Office, said, “Taiwan is one of the important markets for Kingsoft. It boasts a comprehensive software intellectual property protection regime, and we have been looking for a suitable partner in this market. ***Kingsoft Office 2010 Traditional Chinese Edition*** possesses the advantages of high compatibility, small in size, user-friendliness, high speed and competitive price level. Our ***Kingsoft Office Japanese Edition*** has achieved recordable sales performance in the Japan market where software intellectual property is strictly protected. Capturing second largest market share in Japan after Microsoft, ***Kingsoft Office*** is proved to be an outstanding product with supreme quality. With the privilege of ShinSoft in the local market, we are confident that ***Kingsoft Office 2010 Traditional Chinese Edition*** will achieve impressive sales results in Taiwan.”

ShinSoft Co., Ltd was founded in 2002 by Shin Kong Security, as a software R&D company focuses in security industry, chain retailer, bank, and provides all directional digital surveillance products, access control products, and information platforms that are tailor made for assisting all industries in e-Digitize. ShinSoft also represents hardware those are accommodated with the software, which are researched and developed exclusively by ShinSoft, to provide clients with total solutions.

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About Kingsoft Corporation Limited (Stock Code: 3888)

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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