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Cricket Media Announces Digital Media Partnership with Joymis, a Tencent Company in China

***Digital books and apps based on Cricket Media content to be distributed
across multiple platforms, channels and products***

WASHINGTON DC, China August 25, 2015 – Cricket Media, an education media company and global learning network, today announced an agreement with Joymis, a Tencent company, to expand the availability of Cricket’s award-winning content and products in China across multiple platforms, channels and products.

Under the partnership, the companies will develop digital media products that may be distributed via properties such as Joymis reading apps for children and other reading channels on Tencent’s platform. The products will be available on iOS, Android and Windows systems.

“We are very excited to partner with Joymis to make our sought-after content available broadly throughout China,” said Katya Andresen, CEO, Cricket Media. “This caliber of partnership shows how compelling Cricket’s high-quality English language content has become in the Chinese market.”

Cricket Media is one of the world’s most respected children’s media companies. Its magazines have won 60 Parents’ Choice Awards since 2012 and have been awarded the Paul A. Witty Short Story Award from the International Reading Association more times than any other children’s magazine publisher.

The Joymis partnership was developed in coordination with Neusoft Holdings, Cricket Media’s strategic partner in China and the country’s largest IT services company. Cricket’s joint venture with Neusoft is called NeuPals.

“We are very excited to offer Cricket’s award-winning content in our educational apps for children,” said Liang He, CEO of Joymis. “This helps us meet the strong interest for English language learning and authentic English content in China.”

About Cricket Media

Cricket Media (TSXV: CKT) 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 approximately one million classrooms and 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 www.Cricketmedia.com, www.ePals.com.

About Joymis

Joymis, a subsidiary of Tencent, is dedicated to develop and operate online educational reading products for mobile devices. Tencent, a leading provider of internet services in China, uses technology to enrich the lives of its users.

Joymis' key product, "Kangaroo Jumping" is one of the leading online platforms for distributing educational reading materials for children. It offers high-quality books by many leading publishing groups, top studios, and well-known illustrators, and provides 200 million domestic pre-school children with a rich, diverse and, interactive collection of literary works to help young children learn and develop good habits, including reading daily.

An additional key Joymis product is "Joy Listening". It is one of company's most important products, and is a leading audio app in China. To date, it has copyrights of more than 2000 high-quality books on best-selling, daily life, literature and other content types, which create an exceptional auditory library for users.

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