

KongZhong Corporation (NASDAQ: KONG)

**Market Facts**

**NASDAQ:** KONG

**Share Price**

US\$5.10(28/01/2008)

**52-Week Range**

Low -US\$3.45(16/08/2007)  
High -US\$9.13(20/02/2007)

**Shares Outstanding**

35.58million

**P/E**

31.33

**Market Cap**

US\$ 181.45 million

**Stock Performance**



**Company Overview**

KongZhong Corporation is one of China's leading providers of wireless value-added services and a wireless media company providing news, content, community and mobile advertising services through its wireless Internet sites. The Company delivers wireless value-added services to consumers in China through multiple technology platforms including wireless application protocol (WAP), multimedia messaging service (MMS), JAVA(TM), short messaging service (SMS), interactive voice response (IVR), and color ring-back tone (CRBT). The Company also operates three wireless Internet sites, Kong.net, Ko.cn and cn.NBA.com, which enable users to access media, entertainment and community content directly from their mobile phones.

**Interactive Entertainment**

KongZhong offers a range of interactive entertainment services, including mobile games, karaoke, electronic books and mobile phone personalization features, such as ringtones, wallpaper, icons, clocks and calendars. The Company provides its interactive entertainment services through all of its technology platforms. Mobile phone users can download on demand or subscribe for regular downloads of its interactive entertainment services, although most of its mobile games are offered on a single-transaction basis. Some of its most popular interactive entertainment services include mobile games, pictures and logos, and polyphonic ringtones. As of December 31, 2006, the Company had a library of over 100 internally developed mobile game titles. During 2006, the Company focused on mobile on-line games. Mobile phone users can download pictures and logos to personalize the background of their mobile phone screens. Such pictures include cartoons, pets and scenic photos. The Company's ringtones enable a mobile phone user to personalize their ringtones using the melodies of their favorite songs or special sound effects.

**Media**

Media content covers international and domestic news, entertainment, sports, fashion, lifestyle and other special interest areas. KongZhong Corporation offers international and domestic news, delivered in a format easy for the reader to peruse. Its WAP version enables users to search for news that interests them. Its entertainment magazine focuses on high-profile celebrities and includes star biographies, interviews and photos. The Company's sports magazine features sports news, game scores and information about sports stars.

**Community**

Users can engage in community-oriented activities, such as interactive chatting, message boards, dating and networking. Users may access the Company's community services on a monthly subscription basis. KongZhong Corporation offers a variety of chat services. It has a virtual reality game that allows mobile phone users to choose the lifestyle they dream of and interact with the city's other inhabitants/players. The Company's dating mobile services have a mobile chat and dating service available on WAP and MMS that allows users to utilize the enhanced features of 2.5G technology to choose their chatting partners from a selection of pictures taken with users' mobile phone cameras. It also offers a WAP-based dating service designed to simulate a campus environment tailored for students. The Company's photo albums allow mobile users to post and arrange their photos taken with their mobile handsets into albums accessible via their handsets. Utilizing the WAP technology platform, mobile users can access photo albums in a manner similar to accessing photo albums on the Internet.

**For more information,  
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## KongZhong Corporation (NASDAQ: KONG)

### First Call Estimates (Fiscal Year Ending: Dec - Last Changed: 12/24/07)

YR Ending	Q1 Mar	Q2 Jun	Q3 Sep	Q4 Dec	FISC YR Annual	NUM Brokers (FISC)	CAL YR Annual	NUM Brokers (CAL)
2009	0.12	0.11	0.12		0.33	2	0.33	2
2008	0.07	0.06	0.07	0.10	0.19	5	0.19	5
2007	0.04A	0.00A	0.02A	0.04	0.09	4	0.09	4
2006	0.24A	0.21A	0.14A	0.10A	0.69	12	0.69	12
2005	0.17A	0.19A	0.10A	0.17A	0.62	7	0.62	7
2004	0.11A	0.19A	0.15A	0.19A	0.64	1	0.64	1

Mean Recommendation: 3.3

Mean Future 5 Year Growth Rate: 15