

[For Immediate Release]



Kingsoft Celebrates 20th Anniversary & 4 New Products Launch

(November 18, 2008 - Hong Kong) Kingsoft Corporation Limited ("Kingsoft" or the "Company"; SEHK stock code: 3888), China's leading entertainment and applications software developer, distributor and service provider by market share, today celebrates its 20th anniversary. A gala ceremony was held to mark the 20th anniversary and announce the launch of four new products, namely "WPS Office 2009", "Kingsoft PowerWord 2009 Oxford Edition", "Kingsoft Anti-virus 2009" and "JX Online 3".

Kingsoft has long been regarded as an emblem of China domestic software, while its twenty years of history has also been seen as a miniature of the development history of China software industry in the past twenty years. Mr. Kau Pak Kwan, Chairman and Chief Executive Officer of Kingsoft, said: "Twenty years ago, Kingsoft was only a simple and small workshop-style company. Twenty years later, our business operates throughout China and other overseas market. Apart from local offices in Zhuhai, Beijing, Chengdu, Dalian and Shenzhen, we have set up subsidiaries in Japan, Vietnam and Malaysia to promote Chinese software in overseas markets. I am grateful to friends who have given us support for long and hope all of us will continue to support China domestic software. We are not China's Microsoft, we aim to be the world's Kingsoft."

In its twenty years of history, Kingsoft has developed "WPS Office", "Kingsoft PowrWorld", "Kingsoft Anti-virus", "JX Online", "First Myth", "CQ" and many other popular products. At the 20th anniversary ceremony, Kingsoft officially launched four new products, namely "WPS Office 2009", "Kingsoft PowerWord 2009 Oxford Edition", "Kingsoft Anti-virus 2009" and "JX Online 3". These products represent that Kingsoft has achieved major accomplishment in its two major business segments, applications software and entertainment software.

Mr Kau said, " We believe both the Chinese online game industry and applications software have enormous growth potential. A steady Chinese economy and improving income are favourable to the rapid development of the industry. The Company will continue to development its business. It is expected that overall business development will be boosted by the launch of the four new products.

Leveraging our solid experience, outstanding R&D team, brilliant management talents as well as effective development and marketing strategies, I hope Kingsoft will continue to grow rapidly and bring solid returns to shareholders in the long run.”

Brief Introduction of four new products

“WPS Office 2009”

“WPS Office 2009” is a brand new version with the addition of more user-friendly features. All these new functions can bring a new experience to users.

In October this year, the technology of WPS Office won “National High-tech Industry 10-year Achievement Award” at a ceremony of held by the China National Development and Reform Commission. This is the third national award-winning after the National Scientific and Technological Progress Award in two times row.

To launch “Kingsoft PowerWord 2009 Oxford Edition” jointly with Oxford Dictionary

This is the first time for Kingsoft and Oxford Dictionary to jointly launch “Kingsoft PowerWord 2009 Oxford Edition”. Meanwhile, Kingsoft also launches “Kingsoft PowerWord 2009 Professional Edition”, “Kingsoft PowerWord 2009 Enterprise Edition”, “Kingsoft WordPower for Mobile”, and “Kingsoft Fast AIT 2009”.

“Kingsoft 2009 PowerWord Oxford Edition” is supported by 151 dictionaries, including “New Oxford English-Chinese Dictionary”, “New Oxford Dictionary of American English”, “Oxford Idioms Dictionary of English”, “Oxford Phrasal Verbs Dictionary”, “Oxford Collaborations Dictionary of English”, “Oxford Thesaurus Dictionary of English” and so on. There are 5 million vocabularies and over 2 million sample sentences, in various languages such as Chinese, Japanese, English, Korean, German, French and Russian, in the database. It also offers by 98 industry glossaries. In addition, an important characteristic different “Kingsoft PowerWord 2009 Oxford Edition” from previous editions is that it provides full text translation and website translation in 24 languages, which will meet the basic needs of users. Focusing on full text translation and website translation, “Kingsoft Fast AIT 2009” is a version for professional users.

Currently, the market share of Kingsoft PowerWord in the translation software market in China is 92.8% (source: CCID). According to China International Publishing Group, the annual production value of the global translation market increased from US\$13 billion (30% in Asia-Pacific regions) in 2004 to over US\$40 billion in 2007. Through the collaboration with Oxford Dictionary, it not only improves the content system of Kingsoft PowerWord and enhances the brand

image of Kingsoft PowerWord, it also grounds a good foundation for Kingsoft PowerWord to access to overseas markets.

“Kingsoft Anti-virus 2009”

“Kingsoft Anti-virus 2009” is incorporated with the concept of “Cloud Security”, with three important features: virus samples at virus stock increases to five times, daily virus processing capability increases to 100 times and emergent virus detection time can be shortened within an hour.

“Cloud Security” system supports three main platforms including mercury platform for storing and calculating liquor capacity, the internet reliability service and reptilian system. Based on these three platforms, “Kingsoft Anti-virus 2009” successfully accomplishes a comprehensive internet protection system through sample collection, sample processing and safe application coverage.

In recent years, the growth rate of malicious software is overwhelming the normal software. Network attacked by virus or mixture of attacks are becoming more obvious, while the attacking process is becoming more invisible. Virus with bottom-layer technique publicly competes with anti-virus software. Under these situations, the traditional anti-virus methods are no longer resisting the security threat that changes and grows more frequently. There is a need for offsetting the lack of traditional methods. Thus, the concept of “Cloud Security” is introduced.

“JX Online 3”

At Kingsoft 20th anniversary ceremony, “JX Online 3” kicked off its close alpha testing. Developed by Kingsoft Xishanju Workshop for over 5 years and with millions of investment, “JX Online 3” is the Company’s first 3D online game and the latest installment of “JX series”. “JX Online 3” provides players with more than 6,000 different missions for selection.

Mr. Zou Tao, Senior Vice President of Kingsoft, said, “Our staff has participated in the close alpha testing of ‘JX Online 3’. As the Company’s first 3D online game, the launch of ‘JX Online 3’ is widely expected by players of ‘JX series’. The game will become another important product in Kingsoft’s online game offering.”

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About Kingsoft

Following the commercial launch of its first office applications software WPS 1.0 in 1989, Kingsoft Corporation Limited has now become a leading entertainment and

applications software developer, distributor and service provider in China, based on market share. The Company leverages its comprehensive software development platform to offer a wide range of innovative entertainment and applications software.

Kingsoft has several well-known products such as WPS Office, Kingsoft PowerWord, Kingsoft Internet Security, and online games such as the JX Series and The First Myth. In addition, the Company sells various products such as Kingsoft Internet Security and Kingsoft PowerWord to retail consumers, corporate organizations and government agencies in China using online and offline distribution channels.

With its headquarters in Beijing, Kingsoft has multiple research and development centers based in Zhuhai, Beijing, Chengdu, Dalian and Shenzhen. The Company's vision is to create world-class software products that run on every computer and our strategy is to enhance our position as a leading entertainment and application software developer, operator and distributor in China and to expand its presence in certain overseas markets.

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