

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **CINDERELLA MEDIA GROUP LIMITED**

**先傳媒集團有限公司\***

*(Continued in the Bermuda with limited liability)*

(Stock Code: 550)

### **EXTENSION OF LONG STOP DATE**

Reference is made to the announcement dated 29 January 2016 (the “**Announcement**”) in relation to, inter alia, the acquisition of 60% shareholding and assignment of Loan in Hong Kong Made (Media) Limited. Capitalised terms shall have the same meanings as those defined in the Announcement.

Pursuant to the Sale and Purchase Agreement, if any of the conditions precedent have not been fulfilled or waived (as the case may be) by the Long Stop Date, all rights and obligations of the parties under the Sale and Purchase Agreement shall cease and terminate. As certain conditions precedent contained in the Sale and Purchase Agreement have yet to be fulfilled, on 24 March 2016, the Purchaser, the Vendors and Ms. Chau Lan Sze as the guarantor have agreed to extend the Long Stop Date to no later than 2 April 2016.

Save and except for the aforesaid extension of the Long Stop Date, all other terms and conditions of the Sale and Purchase Agreement shall remain unchanged.

By order of the Board  
**CINDERELLA MEDIA GROUP LIMITED**  
**Tsang Hing Bun**  
*Executive Director*

Hong Kong, 24 March 2016

*As at the date of this announcement, the Board comprises Mr. Liu Gary Wei, Ms. Chan Pak Yi and Mr. Tsang Hing Bun as executive Directors; Mr. Yiu Yu Cheung as non-executive Director; and Mr. Leung Siu Kee, Mr. William Keith Jacobsen and Mr. Au Yeung Chi Hang, Jimmy, as independent non-executive Directors.*

\* *for identification purpose only*