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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*