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**CINDERELLA MEDIA GROUP LIMITED**

**先傳媒集團有限公司\***

*(continued in Bermuda with limited liability)*

(Stock code: 550)

**CHANGE OF CHAIRMAN**

The board of directors (the “Board”) of Cinderella Media Group Limited (the “Company”) announces that Mr. Wan Siu Kau resigned as the chairman of the Company with effect from 7 July 2014. Mr. Wan will remain as a non-executive director of the Company and would like to devote more time to his other commitments.

In addition, the Board is pleased to announce the appointment of Mr. Lau Chuk Kin, an executive director who previously served as chairman of the Board for the period from October 2002 to August 2011, as the chairman of the Board with effect from 7 July 2014. Mr. Lau has been appointed as an executive director of the Company and responsible for formulating and directing the business strategy of the Company since October 2002. There is no change in the terms of employment following his appointment as the chairman of the Company.

The Board would like to thank Mr. Wan for his valuable contribution during his tenure as the chairman of the Board, and also welcome Mr. Lau to the new position.

By Order of the Board  
**Cinderella Media Group Limited**  
Lam Mei Lan  
*Executive Director*

Hong Kong, 7 July 2014

*As at the date of this announcement, the Board comprises Mr. Lau Chuk Kin and Ms. Lam Mei Lan as executive directors, Mr. Wan Siu Kau, Mr. Lee Ching Ming, Adrian and Mr. Peter Stavros Patapios Christofis as non-executive directors and Mrs. Ling Lee Ching Man, Eleanor, Mr. Cheng Ping Kuen, Franco and Mr. Ho David as independent non-executive directors.*

*\* For identification purpose only*