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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)

CLARIFICATION ANNOUNCEMENT

Reference is made to the notice of annual general meeting (the "AGM Notice") of Cinderella Media Group (the "Company") dated 19 March 2014, which also forms part of the circular of (the "Circular") of the Company dated 19 March 2014 in relation to, among others, the proposed distribution in specie of shares in 1010 Printing Limited (the "Distribution in Specie").

The Company noticed clerical errors in respect of the date by which the transfer documents for entitlements to final dividend and the Distribution in Specie must be lodged, which appeared on (i) the last sentence of note 1 on page 4 of the AGM Notice; (ii) the last sentence of note 1 on page 26 of the Circular.

Therefore, the Company wishes to clarify that the latest time for lodging transfer documents for entitlements to final dividend and the Distribution in Specie should be 4:30 p.m., 30 April 2014 (Wednesday) instead of 4:30 p.m., 28 April 2014 (Monday).

Save as disclosed above, all other information in the AGM Notice and the Circular shall remain unchanged.

By order of the board of Directors of
Cinderella Media Group Limited
Lam Mei Lan
Executive Director

Hong Kong, 21 March 2014

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

* For identification purpose only