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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)

ELECTIONS AS TO MEANS OF RECEIPT AND LANGUAGE OF CORPORATE COMMUNICATION

The Company is making arrangements for Shareholders to elect to receive Corporate Communications (i) by electronic means through the Company's website at www.cinderellagroup.com.hk (where they will continue to be published in both English and Chinese) or in printed form, and (ii) if Shareholders elect to receive Corporate Communications in printed form, to elect to receive them in English language, in Chinese language or in both languages.

INTRODUCTION

In order to support the environmental protection, the Company is making the arrangements described below to ascertain Shareholders' preference as to the choice of means of receipt (by electronic means through the Company's website or in printed form) and language (in English only, in Chinese only or in both English and Chinese) of the Company's future Corporate Communications.

The Company recommends the Shareholders to elect electronic means for receiving future Corporate Communications.

NEW ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter to its Shareholders on 11 July 2012 (the "First Letter") together with a reply form with a mailing label attached for posting within Hong Kong (the "Reply Form"). The First Letter and the Reply Form will be in English and Chinese. The Reply Form will enable Shareholders (i) to elect to receive the Company's future Corporate Communications by electronic means through the Company's website at

www.cinderellagroup.com.hk or in printed form; and (ii) if they elect to receive future Corporate Communications in printed form, to elect to receive them in the English language only, in the Chinese language only or in both languages. Corporate Communications will continue to be published on the Company's website in both languages.

The First Letter explains that, if the Company does not receive from a Shareholder a duly completed and signed Reply Form (or another response from a Shareholder indicating that the Shareholder objects to receiving Corporate Communications by electronic means through the Company's website) on or before 7 August 2012, the Shareholder will be deemed, until the Shareholder informs the Company otherwise by reasonable notice (of not less than 7 days) in writing at the offices of the Share Registrar, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email at enquiry@cinderellagroup.com.hk, to have elected to receive all future Corporate Communications by electronic means through the Company's website instead of receiving them in printed form.

2. If a Shareholder has elected in a Reply Form to receive Corporate Communications in printed form, the Company will send Corporate Communications to the Shareholder in the language or languages selected by the Shareholder unless and until the Shareholder notifies the Share Registrar in writing or by email to enquiry@cinderellagroup.com.hk that the Shareholder wishes to receive Corporate Communications in a different language (or, as the case may be, in both languages) or by electronic means through the Company's website.
3. If a Shareholder has elected in a Reply Form to receive Corporate Communications by electronic means through the Company's website, the Company will notify the Shareholder by email (at the e-mail address provided in the Reply Form) when each Corporate Communication is published on the Company's website. If a Shareholder does not provide an e-mail address or is deemed (because the Shareholder has not sent a Reply Form) to have elected to receive Corporate Communications by electronic means through the Company's website, the Company will notify the Shareholder by post when each Corporate Communication is published on the Company's website. This notification will be sent to the address of the Shareholder which appears in the Company's register of members maintained by the Share Registrar.
4. When each Corporate Communication is sent by the Company in printed form to a Shareholder in accordance with the arrangements described in paragraph 2 above, a letter (the "Second Letter") and a change request form (the "Change Request Form") will be attached to or printed in the relevant Corporate Communication. The Second Letter and Change Request Form will be in English and Chinese. By completing and returning the Change Request Form to the Share Registrar, the Shareholder may elect (i) to receive future Corporate Communications in printed form instead of by electronic means through the Company's website (or by electronic means through the Company's website instead of in printed form); or (ii) to change the language in which the Shareholder receives Corporate Communications in printed form.
5. Shareholders may also at any time by reasonable notice (of not less than 7 days) in writing to the Company (sent to the Company's Share Registrar or by email to

enquiry@cinderellagroup.com.hk) elect (i) to receive future Corporate Communications in printed form instead of by electronic means through the Company's website (or by electronic means through the Company's website instead of in printed form) or (ii) to change the language in which they receive Corporate Communications in printed form. If any Shareholder who has elected (or is deemed to have elected) to receive Corporate Communications by electronic means through the Company's website for any reason has difficulty in obtaining access to Corporate Communications on the Company's website, the Company will upon request by the Shareholder send Corporate Communications to the Shareholder in printed form free of charge.

6. All Corporate Communications will continue to be available on the Company's website at www.cinderellagroup.com.hk and the Stock Exchange website at www.hkexnews.hk in both English and Chinese and in accessible format.
7. The Company is providing a hotline service (Tel: (852) 29762388) during business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding public holidays) to enable Shareholders to make enquiries about the arrangements described above.
8. The First Letter and the Second Letter will indicate that Corporate Communications will be available on the Company's website in both English and Chinese and that the hotline service is being provided as described above.

TERMS USED IN THIS ANNOUNCEMENT

"Board"	the board of directors of the Company;
"Company"	Cinderella Media Group Limited, a company continued in Bermuda with limited liability and the shares of which are listed on main board of the Stock Exchange;
"Corporate Communications"	any document(s) issued by the Company to the Shareholders for their information or action and including (but not limited to) annual and interim reports (and all reports and accounts contained in them), notices of meetings, listing documents, circulars and proxy forms;
"Hong Kong"	Hong Kong Special Administrative Region of the People's Republic of China;
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time);
"Share Registrar"	Computershare Hong Kong Investor Services Limited, the Company's branch share registrar and transfer office, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong;

"Shareholder(s)" holder(s) of ordinary share(s) of HK\$0.20 each in the issued share capital of the Company; and

"Stock Exchange" The Stock Exchange of Hong Kong Limited

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

Hong Kong, 11 July 2012

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*