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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)

## **UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENTS**

This announcement is made at the request of the Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of Cinderella Media Group Limited (the “Company”) has noted the recent increases in share price and trading volume of the shares of the Company.

Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reasons for such increases in price and trading volume of the shares of the Company or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.**

This announcement is made by the order of the Company. The directors of the Company collectively and individually accept responsibility for the accuracy of this announcement.

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

Hong Kong, 5 May 2015

*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*