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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)

RESIGNATION OF DIRECTOR

The board (the “Board”) of directors (the “Directors”) of Cinderella Media Group Limited (the “Company”) hereby announces that Ms. Chow So Chu (“Ms. Chow”) has resigned as executive director of the Company with effect from 12 March 2012. She will remain as the Chief Executive and Director of CinMedia Inc., our wholly owned subsidiary that operates inflight magazine advertising business, until her replacement is found. Thereafter, Ms. Chow will act as a part-time advisor to the inflight magazine advertising business and devote more time to her family.

Ms. Chow has confirmed that there is no disagreement between herself and the Board and there is no matter relating to her resignation that needs to be brought to the attention of the shareholders of the Company or the Stock Exchange of Hong Kong Limited.

The Board would like to thank Ms. Chow for her valuable contribution to the Company.

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

Hong Kong, 12 March 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*