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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)

DATE OF BOARD OF DIRECTORS' MEETING

The board of directors (the "Board") of Cinderella Media Group Limited (the "Company") announces that a meeting of the Board will be held at 3:00 p.m. on Wednesday, 22 February 2012 at 26/F, No. 625 King's Road, North Point, Hong Kong, whereat the Board will, among other matters, approve the annual results of the Company and its subsidiaries for the year ended 31 December 2011 and consider the recommendation for payment of a final dividend, if applicable.

By Order of the Board

Cinderella Media Group Limited

Lam Mei Lan

Executive Director

Hong Kong, 10 February 2012

As at the date of this announcement, the Board comprises Mr. Lau Chuk Kin, Ms Lam Mei Lan and Ms. Chow So Chu 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*