

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



CINDERELLA MEDIA GROUP LIMITED

先傳媒集團有限公司*

(continued in Bermuda with limited liability)

(Stock code: 550)

ANNOUNCEMENT

This announcement is made by Cinderella Media Group Limited (the “Company”) pursuant to Rule 13.09 of the Rules Governing the Listing Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Directors”) of the Company (the “Board”) has received a written notification from 中國航空傳媒廣告公司 (“中航傳媒”) today that 中航傳媒 will not appoint any exclusive agent for the inflight magazine “Wings of China” (“中國之翼”) after the expiration of the exclusive advertising agreement with 北京海溢吉盛廣告有限公司 (“海溢”), a wholly owned subsidiary of the Company on 31 December 2012.

海溢 has been the exclusive advertising agent of “Wings of China” since 1 January 2010. Consequent to the decision of 中航傳媒 stated above, 海溢 will cease to be the exclusive advertising agent of “Wings of China” with effect from 1 January 2013. The advertising sales of the “Wings of China” amounted to approximately HK\$265.8 million and HK\$141.3 million for the year ended 31 December 2011 and six months ended 30 June 2012 respectively. It accounted for 18.6% and 19.9% of the total turnover of the Company and its subsidiaries (the “Group”) for the stated periods. The Directors consider that the Group’s turnover and profit in 2013 will be affected accordingly but will continue to seek business opportunities complementary to the strength of the Group.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

By order of the Board
Cinderella Media Group Limited

Lam Mei Lan
Executive Director

Hong Kong, 19 November, 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*