

*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 PURSUANT TO RULE 3.7 OF THE  
TAKEOVERS CODE  
AND  
INSIDE INFORMATION**

This announcement is made pursuant to Rule 3.7 of the Hong Kong Code on Takeovers and Mergers (the “Takeovers Code”), Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (“SFO”) and Rule 13.09 of the Rules Governing the Listing of Securities (the “Listing Rules”) on The Stock Exchange of Hong Kong Limited.

Reference is made to the announcement (the “Announcement”) of Cinderella Media Group Limited dated 3 November 2014 and unless otherwise defined, terms used in this announcement shall have the same meanings as those used in the Announcement.

As informed by the Controlling Shareholder, the Board wish to announce that no agreement whatsoever in relation to the Proposal has been reached by the Controlling Shareholder and the Third Party and discussion between them have come to an end.

The Company confirms that there are no negotiations or agreements in relation to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Listing Rules, and save as disclosed in this announcement, the Board is not aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules.

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

Hong Kong, 12 November 2014

*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*