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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)

CLARIFICATION ANNOUNCEMENT

Reference is made to the announcement of Cinderella Media Group Limited (the “Company”) dated 10 June 2015 (the “Announcement”) regarding the non-renewal of the exclusive advertising agreement for the inflight magazines namely “Gateway” (“南方航空”) and “Nihao” (“空中之家”). Capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

In order to render the information to investors who are not able to read Chinese, the Board would like to provide English translation on the name of the following companies:

- 中國南航集團文化傳媒股份有限公司 (“南航傳媒”)
The English name is China Southern Air Media Co., Ltd.
- 廣州天晉廣告有限公司 (“天晉”)
The abovementioned English translation of 天晉 is Guangzhou Tianjin Advertising Company Limited (“Tianjin”). The English translation is for identification purpose only and not an official registered name of Tianjin.

Save as disclosed above, all other information in the Announcement shall remain unchanged.

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

Hong Kong, 11 June 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*