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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)

INSIDE INFORMATION

This announcement is made by Cinderella Media Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “Board”) of directors (the “Directors”) of the Company has received a written confirmation from 中國南航集團文化傳媒股份有限公司 (“南航傳媒”) on 8 June 2015 that 南航傳媒 will not renew the exclusive advertising agreement with 廣州天晉廣告有限公司 (“天晉”), a wholly-owned subsidiary of the Company, after its expiration on 31 December 2015. According to the exclusive advertising agreement, 天晉 is the exclusive advertising agent for the inflight magazines namely “Gateway” (“南方航空”) and “Nihao” (“空中之家”) published by 南航傳媒.

The Group has been the exclusive advertising agent of “Gateway” and “Nihao” since 2005. Consequent to the decision of 南航傳媒 stated above, 天晉 will cease to be the exclusive advertising agent of “Gateway” and “Nihao” with effect from 1 January 2016. The advertising sales of “Gateway” and “Nihao” amounted to approximately HK\$262.8 million and HK\$210.4 million for the years ended 31 December 2013 and 2014 respectively, and accounted for 47.3% and 44.2% of the total turnover from the continuing operations of the Group for the stated periods. As a result, the Group’s turnover for the year ending 31 December 2016 will be affected but at the same time the Group will no longer be required to pay fees to 南航傳媒 pursuant to the exclusive advertising agreement or incur costs and expenses in relation to provision of advertising agency services to 南航傳媒.

As a result of the development of the exclusive advertising agreement with 南航傳媒, China Eastern Airlines has initiated discussion with the Group on the management of the exclusive advertising agreement for the inflight magazine “Eastern Air Connection” (“東方航空”) which is due to expire on 31 December 2016. Further details on the discussion outcome will be announced by the Company as and when appropriate.

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, 10 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*