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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 2:30 p.m. on Thursday, 15 August 2013 at 26/F, 625 King's Road, North Point, Hong Kong, whereat the Board will, among other matters, approve the interim results of the Company and its subsidiaries for the six months ended 30 June 2013 and consider the payment of an interim dividend, if applicable.

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

Hong Kong, 5 August 2013

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*