

GOLDEN HARVEST ENTERTAINMENT (HOLDINGS) LIMITED

(Incorporated in Bermuda with limited liability)
(Stock Code: 1132)

APPOINTMENT OF ALTERNATE DIRECTOR

The board of directors of Golden Harvest Entertainment (Holdings) Limited (the "Company", and together with its subsidiaries (the "Group")) is pleased to announce the appointment of Mr. Lau Pak Keung ("Mr. Lau") as an alternate director to Mr. Phoon Chiong Kit (an executive director of the Company), effective as of 22 November 2004.

Mr. Lau, aged 46, was appointed as the Group Financial Controller and the Chief Representative of the Group's Shanghai office in January 2004, and has over 23 years experience in the auditing and accounting field. He began his professional career in KPMG and Ernst & Young. Prior to joining the Group in March 1992, he was Vice-President – Finance and Administration of a subsidiary of a company then listed in Hong Kong and a director of a joint venture of such subsidiary in the PRC.

Mr. Lau is the supervisor of a Taiwanese subsidiary as well as a director, an alternate director and the company secretary in certain other subsidiaries of the Company. Save as disclosed above, he has not held any directorships in any other listed public companies in the last three years, and has no other relationships with any directors, senior management or substantial or controlling shareholders of the Company. As at the date hereof, Mr. Lau is interested in 1,280,000 shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board confirms that to the best of its knowledge, information and belief, there are no other matters that need to be brought to the attention of the Company's shareholders in relation to the appointment of Mr. Lau.

List of all Directors of the Company as of the date of this announcement:-

Executive Directors:

Mr. Chow Ting Hsing, Raymond

Mr. Phoon Chiong Kit

Mr. Chan Sik Hong, David

Mrs. Chin Chow Chung Hang, Roberta

Mr. Lau Pak Keung (alternate director to

Mr. Phoon Chiong Kit)

Non-executive Director:
Mr. Kronfeld, Eric Norman

Independent non-executive Directors:

Mr. Lin, Frank

Prince Yukol, Chatrichalerm

Mr. Ma Kah Woh, Paul

On behalf of the Board Chow Ting Hsing, Raymond Chairman

Hong Kong, 23 November 2004