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**BINGO GROUP HOLDINGS LIMITED**  
**比高集團控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 8220)

**Initial Release Conference**  
**of**  
**“Journey to the West – 西遊降魔篇”**

This announcement is made by Bingo Group Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “Board”) is pleased to announce that an initial release conference in Mainland China of a Chinese language motion picture titled “Journey to the West – 西遊降魔篇” (former working title: “Journey to the West – 除魔傳奇”) (the “Movie”), invested by the Group as a major investor and project manager, was held in Pangu 7 Star Hotel Beijing this afternoon. Guests attending the conference included Mr. Stephen Chow and Mr. Wang Zhonglei, president of Huayi Brothers Media Corporation (“Huayi Brothers”).

The Movie is the first production invested by the Group since the release of “CJ7 – 長江七號”, a fantasy family comedy written, directed and starred by Mr. Stephen Chow in 2008. Other equity investors of the Movie include Village Roadshow Pictures Asia Limited (“Village Asia”), Edko Film Limited (“Edko Film”) and West Gold Limited, a limited company incorporated in the British Virgin Islands and a wholly-owned subsidiary of ChinaVision Media Group Limited. In addition, the Movie will be distributed in Australia, New Zealand and Singapore by Village Asia, in Hong Kong and Macau by Edko Film, and in Mainland China by Huayi Brothers.

Featuring Stephen Chow’s special brand of comedy, the Movie is a masterpiece of fantasy for family entertainment involving magic and supernatural events and boasting spectacular high-tech computer graphics visual effects. The Movie was directed, written and produced by Mr. Stephen Chow, starring well-known actors and actresses in the Great China region, such as Shu Qi, Wen Zhang, Huang Bo and Lo Chih Hsiang.

The trailer of the Movie was shown during the release conference where Mr. Stephen Chow shared his touching stories in the production of the Movie, stressing that the Movie would bring visual shock to the audience. The Movie will be distributed by Huayi Brothers in Mainland China where it is tentatively expected to be released during the Spring Festival in 2013. The release dates in other regions will be announced in due course.

The Board of the Company believes that the Movie will become a “must-watch” motion picture for family entertainment of audience in the Great China region during the Spring Festival and Valentine’s Day sessions in 2013, and it is expected that the Movie will bring revenue for the Group in the filmed entertainment business.

By order of the Board  
**BINGO GROUP HOLDINGS LIMITED**  
**Chan Cheong Yee**  
*Executive Director*

Hong Kong, 20 November 2012

*As at the date of this announcement, the Company’s executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee, Mr. Yik Chok Man and Ms. Zhang Yibo, the Company’s non-executive Directors are Mr. Chong Lee Chang and Mrs. Chin Chow Chung Hang, Roberta, and the Company’s independent non-executive Directors are Mrs. Chen Chou Mei Mei, Vivien, Mr. Chum Kwan Yue, Desmond and Mr. Wong Chak Keung.*

*This announcement, for which the Directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

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