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**CHANGE OF COMPANY NAME AND STOCK SHORT NAME
AND CHANGE OF COMPANY WEBSITE**

CHANGE OF COMPANY NAME

The Board is pleased to announce that the change of name of the Company from “KH Investment Holdings Limited” to “China Media and Films Holdings Limited” and the adoption of the Chinese name “中國傳媒影視控股有限公司” as the Company’s secondary name to replace “嘉滙投資控股有限公司”, which has been used by the Company for identification purposes only, became effective from 18 May 2012.

CHANGE OF STOCK SHORT NAME

The certificate of registration of change of corporate name of non-Hong Kong company was issued by the Registrar of Companies in Hong Kong on 25 June 2012. The Shares will be traded on the Stock Exchange under the new stock short name of “C MEDIA&FILMS” in English and “中國傳媒影視” in Chinese with effect from 9:00 a.m. on 6 July 2012.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed to www.cmfh.com with immediate effect to reflect the Change of Company name.

Reference is made to the announcement of the Company dated 26 March 2012 and the circular of the Company dated 2 April 2012 (the “**Circular**”) in relation to the proposed change of name of the Company. Unless the context otherwise requires, capitalised terms used herein shall have the same meanings as defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that subsequent to the approval of the special resolution in relation to the change of Company name at the AGM held on 16 May 2012, the change of name of the Company from “KH Investment Holdings Limited” to “China Media and Films Holdings Limited” and the adoption of the Chinese name “中國傳媒影視控股有限公司” as the Company’s secondary name to replace “嘉滙投資控股有限公司”, which has been used by the Company for identification purposes only, became effective from 18 May 2012 (the “**Change of Company Name**”).

The certificate of incorporation on change of name and the certificate of secondary name were issued by the Registrar of Companies in Bermuda on 28 May 2012. The change of name has also been registered with the Registrar of Companies in Hong Kong. The certificate of registration of change of corporate name of non-Hong Kong company was issued by the Registrar of Companies in Hong Kong under Part XI of the Companies Ordinance (Cap. 32 Laws of Hong Kong) on 25 June 2012.

CHANGE OF STOCK SHORT NAME

The English and Chinese stock short names of the Company for trading in the Shares on the Stock Exchange will be changed from “KH INV HOLD” to “C MEDIA&FILMS” in English and “嘉滙投資控股” to “中國傳媒影視” in Chinese, respectively, with effect from 9:00 a.m. on 6 July 2012. The stock code of the Company remains as “8172”.

CHANGE OF COLOUR OF NEW SHARE CERTIFICATES

In order to match the new name and logo, the colour of the new share certificates will also be changed from green to pink (the “**Change of Colour**”).

EFFECT ON CHANGE OF COMPANY NAME

The Change of Company Name and Change of Colour will not affect any of the rights of the Shareholders. All existing share certificates of the Company in issue bearing the existing English name of the Company will continue to be evidence of title to shares of the Company and will remain to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for free exchange of the existing share certificates for new share certificates bearing the new English and Chinese names of the Company.

With effect from the date of this announcement, any new share certificates (in pink colour) of the Company will be issued under the new English and Chinese names of the Company.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed to www.cmfhl.com with immediate effect to reflect the Change of Company Name.

By order of the Board
China Media and Films Holdings Limited
Cheng Yang
Chief Executive Officer

Hong Kong, 3 July 2012

As at the date of this announcement, the executive directors of the Company are Mr. Cheng Yang (Chairman and Chief Executive Officer), Mr. Leung Wai Man and Ms. Jiang Di; and the independent non-executive directors are Mr. Yip Tai Him, Mr. Law Yiu Sang, Jacky and Mr. Fung Wai Ching.

This announcement, for which the Directors 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, 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 omissions of which would make any statement herein or this announcement misleading.

This announcement will be published on the GEM website on the “Latest Company Announcement” page for at least 7 days from the date of its publication and on the Company’s website at www.cmfhl.com.