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(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8172)

DATE OF BOARD MEETING

The board (the “Board”) of directors (the “Directors”) of China Media and Films Holdings Limited (the “Company”) hereby announces that a meeting of the Board will be held on Tuesday, 14 August 2012 at 4:00 p.m. for the following purposes:

1. To consider and approve the unaudited consolidated results of the Company and its subsidiaries for the six months ended 30 June 2012 (the “Interim Results”) and approve the draft announcement of the Interim Results to be published on the GEM website;
2. To consider the payment of interim dividend, if any;
3. To consider the closure of the Register of Members, if necessary; and
4. To transact any other business.

By Order of the Board
China Media and Films Holdings Limited
Cheng Yang
Chairman

Hong Kong, 31 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 Rules Governing the Listing of Securities on the Growth Enterprise Market (the “GEM”) of The Stock Exchange of Hong Kong Limited 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 omission 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 publication and on the Company’s website at www.cmfhl.com.