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China Star Cultural Media Group Limited
中國星文化產業集團有限公司*

(formerly known as China Media and Films Holdings Limited 中國傳媒影視控股有限公司)
(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8172)

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

CHANGE OF COMPANY NAME

The Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in Bermuda on 27 June 2014 certifying the change of English name of the Company from “China Media and Films Holdings Limited” to “China Star Cultural Media Group Limited” and the adoption of the Chinese name of the Company “中國星文化產業集團有限公司” to replace “中國傳媒影視控股有限公司” for identification purpose only. The Change of Company Name took effect on 20 June 2014. The Certificate of Registration of Alteration of Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 29 July 2014 confirming the registration of the new name “China Star Cultural Media Group Limited 中國星文化產業集團有限公司” of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the laws of Hong Kong).

CHANGE OF STOCK SHORT NAME

Following the Change of Company Name becoming effective, the Shares will be traded on the Stock Exchange under the new stock short name of “CHINASTARCMG” in English and “中國星文化產業” in Chinese, instead of “C MEDIA&FILMS” in English and “中國傳媒影視” in Chinese respectively, with effect from 6 August 2014. The stock code of the Company remains as 8172.

* For identification only

NO EXCHANGE OF SHARE CERTIFICATES

All existing certificates of securities in issue bearing the former name of the Company will continue to be evidence of title to such securities and the existing share certificates will continue to be valid for trading, settlement, delivery and registration purposes. There will not be any arrangement for exchange of the existing certificates of securities for new certificates bearing the new name of the Company.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed to www.chinastarcmg.com.hk with effect from 6 August 2014 to reflect the Change of Company Name.

CHANGE OF COMPANY NAME

Reference is made to the announcement of China Star Cultural Media Group Limited (formerly known as China Media and Films Holdings Limited) (the “**Company**”) dated 9 April 2014 and the circular of the Company dated 8 May 2014 (the “**Circular**”). Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

The Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in Bermuda on 27 June 2014 certifying the change of English name of the Company from “China Media and Films Holdings Limited” to “China Star Cultural Media Group Limited” and the Chinese name of the Company “中國星文化產業集團有限公司” to replace “中國傳媒影視控股有限公司” (the “**Change of Company Name**”) for identification purpose only. The Change of Company Name took effect on 20 June 2014. The Certificate of Registration of Alteration of Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 29 July 2014 confirming the registration of the new name “China Star Cultural Media Group Limited 中國星文化產業集團有限公司” of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the laws of Hong Kong).

CHANGE OF STOCK SHORT NAME

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NO EXCHANGE OF SHARE CERTIFICATES

The Change of Company Name will not affect any rights of the holders of securities of the Company. All existing certificates of securities in issue bearing the former name of “China Media and Films Holdings Limited” will continue to be evidence of title to such securities and the existing share certificates will continue to be valid for trading, settlement, delivery and registration purposes. There will not be any arrangement for exchange of the existing certificates of securities for new certificates bearing the new name of the Company. Thereafter, any new certificates of securities will be issued under the new name of the Company.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed to www.chinastarcmg.com.hk with effect from 6 August 2014 to reflect the Change of Company Name.

By order of the Board
China Star Cultural Media Group Limited
Heung Wah Keung
Chairman

Hong Kong, 1 August 2014

As at the date of this announcement, the executive Directors are Mr. Heung Wah Keung and Mr. Leung Wai Man 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 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 (or with effect from 6 August 2014, www.chinastarcmg.com.hk.)