



SEEC MEDIA GROUP LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 205)

CHANGE OF EXECUTIVE DIRECTOR AND AUTHORIZED REPRESENTATIVE

The Board of directors (the “Board”) of SEEC Media Group Limited (the “Company”) announces that with effect from 27 June 2008, Mr. Lau See Him Louis resigned as executive director of the Company (the “Director”) and authorized representative of the Company (the “Authorized Representative”) for the purpose of Rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) due to pursuit of other career opportunities. Mr. Lau confirmed that there are no disagreements with the Board and that there are no matters which need to be brought to the attention of the Stock Exchange and the shareholders of the Company in relation to his resignations.

The Board is pleased to announce that with effect from 27 June 2008, Ms Wu Chuan Hui Daphne has been appointed as executive Director and Authorized Representative.

Ms Wu, aged 39, is responsible for the business operations and management of Caijing magazine. Ms Wu has over ten years experience in media industry, first as a journalist, then in business development and management capacity. Before she became the general manager of Caijing magazine in 2006, she was vice president of business development of the Company, overseeing the Group’s media development and investments in the Peoples’ Republic of China (the “PRC”). Ms Wu holds a master degree in business administration from Fordham University in the United States and a bachelor degree of literature from Wuhan University in the PRC. Ms Wu has not held any other directorships in any listed public companies in the last three years.

Save as disclosed above, Ms Wu has not previously held any position with the Company or any of its subsidiaries; and is not connected with any directors, senior management or substantial or controlling shareholders of the Company.

As at the date of this announcement, Ms Wu has interests in options to subscribe for 3,500,000 ordinary shares in the capital of the Company. Save as disclosed above, Ms Wu does not have any interests (within the meaning of Part XV of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong) in the Company’s securities.

There is no service agreement between the Company and Ms Wu in relation to her role as executive Director. The appointment of Ms Wu is not for a specified term except that she is subject to retirement by rotation and re-election pursuant to the articles of association of the Company. The emolument of Ms Wu consists of RMB240,000 per annum and HK\$680,000 per annum (equivalent approximately HK\$968,000 in total per annum) which is determined by reference to her duties and responsibilities to the Group and the prevailing market condition and is subject to review by the Board from time to time.

Save as disclosed above, the Board is not aware of any information to be disclosed pursuant to any of the requirements set out in Rule 13.51(2)(h)-(v) of the Listing Rules, nor is there any other matters that need to be brought to the attention of the shareholders of the Company, in respect of Ms Wu's appointment.

The Board would like to express its appreciation of Mr. Lau's contribution made to the Company and to welcome Ms Wu on her appointment.

On behalf of the Board
SEEC Media Group Limited
Wang Boming
Chairman

Hong Kong, 27 June 2008

As at the date of this announcement, Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Dai Xiaojing, Mr. Li Shiji and, Ms Wu Chuan Hui Daphne are the executive directors of the Company and Mr. Fu Fengxiang, Mr. Wang Xiangfei, Mr. Ding Yu Cheng and Mr. Zhang Ke are the independent non-executive directors of the Company.