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United Home Limited
(Incorporated in the British Virgin Islands with limited liability)

SEEC Media Group Limited
財訊傳媒集團有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 205)

JOINT ANNOUNCEMENT

CLOSE OF VOLUNTARY UNCONDITIONAL CASH OFFERS BY



FIRST SHANGHAI SECURITIES LIMITED

**ON BEHALF OF
UNITED HOME LIMITED**

**FOR ALL THE ISSUED SHARES IN,
AND
FOR THE CANCELLATION OF ALL OUTSTANDING OPTIONS OF,
SEEC MEDIA GROUP LIMITED
(OTHER THAN THOSE ALREADY OWNED
OR AGREED TO BE ACQUIRED BY
UNITED HOME LIMITED
AND PARTIES ACTING IN CONCERT WITH IT)**

AND

RESULTS OF THE OFFERS

Financial adviser to the Offeror



FIRST SHANGHAI CAPITAL LIMITED

CLOSE OF THE OFFERS

The respective boards of directors of the Offeror and the Company jointly announce that the Offers closed at 4:00 p.m. on 28 January 2011.

RESULTS OF THE OFFERS

As at 4:00 p.m. on Friday, 28 January 2011, the Offeror and parties acting in concert with it have received valid acceptances in respect of 142,944,875 Acceptance Shares (representing approximately 8.22% of the total issued share capital and voting rights of the Company as at the date of this joint announcement) and have not received any acceptance in respect of the Options. Taking into account the Acceptance Shares and the Shares already owned by the Offeror and parties acting in concert with it, the Offeror and parties acting in concert with it are interested in an aggregate of 988,788,699 Shares, representing approximately 56.84% of the total issued share capital and voting rights of the Company as at 4:00 p.m. on Friday, 28 January 2011.

As at the date of this joint announcement, the minimum public float requirement of 25% under Rule 8.08(1)(a) of the Listing Rules is satisfied.

Reference is made to (i) the joint announcement dated 25 November 2010; (ii) the composite document dated 24 December 2010 (the “Composite Document”); and (iii) the joint announcement dated 14 January 2011 (the “Unconditional Announcement”) jointly issued by United Home Limited and SEEC Media Group Limited. Capitalised terms used in this joint announcement shall have the same meanings as those defined in the Composite Document unless otherwise expressly defined herein.

CLOSE OF THE OFFERS

As stated in the Unconditional Announcement, the Offers have become unconditional in all respects and the latest time and date for acceptance of the Offers would be 4:00 p.m. on Friday, 28 January 2011. The respective boards of directors of the Offeror and the Company jointly announce that the Offers closed at 4:00 p.m. on 28 January 2011.

RESULTS OF THE OFFERS

As at 4:00 p.m. on Friday, 28 January 2011, the Offeror and parties acting in concert with it have received valid acceptances in respect of 142,944,875 Shares (representing approximately 8.22% of the total issued share capital and voting rights of the Company as at the date of this joint announcement) (the “Acceptance Shares”) and have not received any acceptance in respect of the Options.

Immediately before the commencement of the period of the Offers on 25 November 2010, the Offeror together with parties acting in concert with it held, controlled or directed (i) 845,843,824 Shares, representing approximately 48.62% of the existing issued share capital of the Company; and (ii) 12,350,000 Options, representing approximately 24.33% of all outstanding Options and there was no other rights over Shares being held, controlled or directed by the Offeror or parties acting in concert with it.

Other than pursuant to the Offers, the Offeror and parties acting in concert with it have not acquired or agreed to acquire any Shares or rights over Shares during the period of the Offers up to the date of this joint announcement. Neither the Offeror nor any parties acting in concert with it has borrowed or lent any relevant securities (as defined in Note 4 to Rule 22 of the Takeovers Code) of the Company during the period of the Offers up to the date of this joint announcement.

Taking into account the Acceptance Shares and the Shares already owned by the Offeror and parties acting in concert with it, the Offeror and parties acting in concert with it are interested in an aggregate of 988,788,699 Shares, representing approximately 56.84% of the total issued share capital and voting rights of the Company as at 4:00 p.m. on Friday, 28 January 2011.

SHAREHOLDING STRUCTURE OF THE COMPANY

The shareholding structure of the Company is set out below:

	Shareholding as at the date of this joint announcement	
	<i>Shares</i>	<i>%</i>
The Offeror and parties acting in concert with it (<i>Note</i>)	988,788,699	56.84%
Public Shareholders	<u>750,776,473</u>	<u>43.16%</u>
Total	<u><u>1,739,565,172</u></u>	<u><u>100.00%</u></u>

Note: 172,644,210 of the Shares held by the Offeror are held via Carlet, a wholly owned subsidiary of the Offeror.

Accordingly, as at the date of this joint announcement, the minimum public float requirement of 25% under Rule 8.08(1)(a) of the Listing Rules is satisfied.

SETTLEMENT OF THE SHARE OFFER

Remittances in respect of the amounts due to the Independent Shareholders whose Shares tendered by them under the Share Offer (after deducting the seller's ad valorem stamp duty) will be despatched to such Independent Shareholders by ordinary post at their own risk as soon as possible but in any event within 10 days of the date of receipt of all relevant documents by the Registrar to render such acceptance complete and valid.

By order of the board of directors of
United Home Limited
Zhang Zhifang
Director

By order of the Board
SEEC Media Group Limited
Wang Boming
Chairman

Hong Kong, 28 January 2011

The Directors jointly and severally accept full responsibility for the accuracy of information contained in this joint announcement (other than that relating to the Offeror and parties acting in concert with it) and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this joint announcement (other than those expressed by the Offeror and parties acting in concert with it) have been arrived at after due and careful consideration and there are no other facts not contained in this joint announcement, the omission of which would make any statement in this joint announcement (other than those relating to the Offeror and parties acting in concert with it) misleading.

The directors of the Offeror jointly and severally accept full responsibility for the accuracy of information contained in this joint announcement (other than that relating to the Group) and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this joint announcement (other than those expressed by the Group) have been arrived at after due and careful consideration and there are no other facts not contained in this joint announcement, the omission of which would make any statement in this joint announcement (other than those relating to the Group) misleading.

As at the date of this joint announcement, Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Dai Xiaojing and Mr. Li Shijie are the executive Directors and Mr. Wang Xiangfei, Mr. Ding Yu Cheng, Mr. Fu Fengxiang and Mr. Zhang Ke are the independent non-executive Directors.

As at the date of this joint announcement, Mr. Wang Boming, Mr. Zhang Zhifang and Mr. Dai Xiaojing are the directors of the Offeror.