

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



SEEC Media Group Limited  
(Incorporated in Cayman Islands with limited liability)  
(Stock Code: 205)

## **GRANT OF SHARE OPTIONS**

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of SEEC Media Group Limited (the “Company”) announces that on 16 December 2009, 30,150,000 share options (the “Options”) to subscribe for up to a total of 30,150,000 ordinary shares of HK\$0.10 each (the “Shares”) of the Company were granted to certain employees of the Group and certain directors of the Company (the “Grantees”), under the share option scheme adopted by the Company on 26 August 2002, subject to the acceptance of the Grantees. Details of the Options granted are as follows:

Date of grant	: 16 December 2009
Number of Options granted	: 30,150,000
Exercise price of Options granted	: HK\$0.247 per Share
Closing price of the Shares on the date of grant	: HK\$0.247 per Share
The average closing price of the Shares for the five business days immediately preceding the date of grant	: HK\$0.245 per Share
Exercise period of the Options granted	: The Options granted are exercisable during the period from 16 December 2012 to 15 December 2017 (both dates inclusive).

Among the Options granted, options to subscribe for a total of 2,000,000 Shares were granted to certain executive directors of the Company with details as follows:

<b>Name of directors</b>	<b>Number of Options</b>
Mr. Dai Xiaojing	1,000,000
Mr. Li Shijie	1,000,000

Save as disclosed above, none of the Grantees is a director, chief executive or substantial shareholder of the Company or any of their respective associates (as defined in the Listing Rules).

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

Hong Kong, 16 December 2009

*As at the date hereof, the Board comprises Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Dai Xiaojing and Mr. Li Shijie as executive directors and Mr. Fu Fengxiang, Mr. Wang Xiangfei, Mr. Ding Yu Cheng and Mr. Zhang Ke as independent non-executive directors.*