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**新傳媒集團控股有限公司**  
**New Media Group Holdings Limited**

*(Incorporated in Hong Kong with limited liability)*  
(Stock Code: 708)

**COMPLETION OF THE PLACING OF 120,000,000 SHARES AND  
THE TOP-UP SUBSCRIPTION OF 120,000,000 NEW SHARES  
UNDER GENERAL MANDATE**

The Board is pleased to announce that the Placing was completed on 6 October 2010 and pursuant to the Placing Agreement, 120,000,000 Placing Shares were placed by the Placing Agent to not less than six Placees who are independent third parties. All conditions of the Top-Up Subscription stated in the Top-Up Subscription Agreement have been fulfilled. The Top-Up Subscription was completed on 8 October 2010 and the Company has allotted and issued 120,000,000 Top-Up Shares to Velba pursuant to the Top-Up Subscription Agreement.

Reference is made to the announcement of the Company dated 30 September 2010 in relation to a Placing and Top-Up Subscription (“Announcement”). Capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

**COMPLETION OF THE PLACING AND TOP-UP SUBSCRIPTION**

The Board is pleased to announce that the Placing was completed on 6 October 2010 and pursuant to the Placing Agreement, 120,000,000 Placing Shares have been successfully placed by the Placing Agent to not less than six Placees who are independent third parties. To the best of the Directors’ knowledge, none of the Placees became a substantial Shareholder upon completion of the Placing.

The Directors also announce that all conditions of the Top-Up Subscription stated in the Top-Up Subscription Agreement have been fulfilled. The Top-Up Subscription was completed on 8 October 2010 and the Company has allotted and issued 120,000,000 Top-Up Shares to Velba pursuant to the Top-Up Subscription Agreement.

## SHAREHOLDING STRUCTURE OF THE COMPANY

Set out below is the shareholding structure of the Company (i) immediately before completion of the Placing and the Top-Up Subscription; and (ii) upon completion of the Placing and the Top-Up Subscription:

	Immediately before completion of the Placing and the Top-Up Subscription		Upon completion of the Placing and the Top-Up Subscription	
	<i>Number of Shares</i>	<i>%</i>	<i>Number of Shares</i>	<i>%</i>
<b>Velba</b>	450,000,000	75.00	450,000,000	62.50
<b>Public Shareholders</b>				
The Placees ( <i>Note</i> )	-	-	120,000,000	16.67
Other public Shareholders	150,000,000	25.00	150,000,000	20.83
<b>Total</b>	600,000,000	100.00	720,000,000	100.00

Note:

*To the best of the Directors' knowledge, the Placees and their ultimate beneficial owners are third parties independent of and not connected with the Company and its connected persons (as defined in the Listing Rules). Therefore, the Placees are treated as public Shareholders.*

By order of the board  
**New Media Group Holdings Limited**  
**Percy Hughes, Shirley**  
*Chief Executive Officer*

Hong Kong, 8 October 2010

*As at the date of this announcement, the Board comprises:*

*Executive Directors:* Ms. Percy Hughes, Shirley (*Chief Executive Officer*)  
Mr. Lee Che Keung, Danny  
Mr. Wong Chi Fai  
Ms. Fan Man Seung, Vanessa

*Independent Non-Executive Directors:* Ms. Hui Wai Man, Shirley  
Mr Tse Hin Lin, Arnold  
Ms. Kwan Shin Luen, Susanna