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CHINA CHIEF CABLE TV GROUP LIMITED

中國3C集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 8153)

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the name of the Company from “China Chief Cable TV Group Limited” to “Code Agriculture (Holdings) Limited” and adopt the Chinese name “科地農業控股有限公司” as its secondary name to replace the existing Chinese name “中國3C集團有限公司” (which was adopted for identification purpose only). A special resolution will be proposed at the SGM to be convened and held as soon as practicable for the Shareholders to consider and, if thought fit, to approve the Change of Company Name.

A circular containing the details of the Change of Company Name and a notice of the SGM will be despatched to the Shareholders as soon as practicable.

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the name of the Company from “China Chief Cable TV Group Limited” to “Code Agriculture (Holdings) Limited” and adopt the Chinese name “科地農業控股有限公司” as its secondary name to replace the Chinese name “中國3C集團有限公司” (which was adopted for identification purpose only). A special resolution will be proposed at the SGM to be convened and held as soon as practicable for the Shareholders to consider and, if thought fit, to approve the Change of Company Name.

* *For identification purpose only*

REASONS FOR THE CHANGE OF COMPANY NAME

The Board considers that the Change of Company Name is to align with the corporate strategy of the Company in diversifying its existing business portfolio into the modern tobacco drying industry in the PRC (details of which were contained in the announcement and circular of the Company dated 8 December 2009 and 28 December 2009 respectively). The acquisition of Kang Yuan Universal Investment Limited and 江蘇科地現代農業有限公司 (Jiangsu Kedi Modern Agriculture Company Limited*) (a wholly-owned subsidiary of Kang Yuan Universal Investment Limited) by the Company was approved by the Shareholders at the special general meeting of the Company dated 15 January 2010 and was completed on 1 February 2010.

The Board believes that the new company name can provide the Company with a more appropriate identification and image, which will benefit the Company's future business development and is hence in the interests of the Company and the Shareholders as a whole.

CONDITIONS OF THE CHANGE OF COMPANY NAME

The Change of Company Name is subject to:

- (a) the approval of the Shareholders by way of a special resolution at the SGM; and
- (b) the approval by the Registrar of Companies in Bermuda having been obtained.

The relevant filing with the Registrar of Companies in Bermuda will be made after the passing of the special resolution regarding the Change of Company Name at the SGM.

Subject to satisfaction of the conditions set out above, the Change of Company Name will take effect from the date on which the Registrar of Companies in Bermuda enters the new name (together with the secondary name) on the register in place of the existing name. Thereafter, the Company will carry out the necessary filing procedures with the Companies Registry in Hong Kong.

Further announcement will be made by the Company to inform the Shareholders of the effective date of the Change of Company Name and the trading arrangement in respect of the stock short names of the Company.

EFFECTS OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the existing name of the Company will, after the Change of Company Name, continue to be evidence of legal title to the Shares and valid for trading, settlement, registration and delivery for the same number of Shares in the new name of the Company. There will not be any arrangements for free exchange of the existing share certificates of the Company for new share certificates under the new name of the Company. Once the Change of Company Name becomes effective, the Shares will be traded under new stock short names of the Company and any issue of share certificates will be under the new name of the Company.

GENERAL

A circular containing the details of the Change of Company Name and a notice of the SGM will be despatched to the Shareholders as soon as practicable.

DEFINITIONS

In this announcement, unless the context otherwise requires, capitalised terms used shall have the following meanings:

“Board”	the board of directors of the Company
“Change of Company Name”	the proposed change of the name of the Company from “China Chief Cable TV Group Limited” to “Code Agriculture (Holdings) Limited” and adoption of the Chinese name “科地農業控股有限公司” as the secondary name of the Company to replace the existing Chinese name “中國3C集團有限公司” (which was adopted for identification purpose only)
“Company”	China Chief Cable TV Group Limited, a company incorporated in Bermuda with limited liability and the shares of which are listed on GEM
“GEM”	the Growth Enterprise Market of the Stock Exchange
“GEM Listing Rules”	the Rules Governing the Listing of Securities on GEM
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollar(s), the lawful currency of Hong Kong

“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“PRC”	the People’s Republic of China
“SGM”	the special general meeting of the Company to be convened and held as soon as practicable for the Shareholders to consider and, if thought fit, to approve the Change of Company Name
“Share(s)”	ordinary share(s) of HK\$0.01 each in the share capital of the Company
“Shareholder(s)”	holder(s) of the Shares
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

Hong Kong, 17 February 2010

By order of the Board
Wong Man Hung Patrick
Chairman

As of the date of this announcement, the executive directors of the Company are Mr. Wong Man Hung Patrick, Mr. Law Kwok Leung, Mr. Feng Xiao Ping and Mr. Stephen William Frostick; and the independent non-executive directors of the Company are Mr. Sousa Richard Alvaro, Mr. Lee Chi Hwa Joshua and Ms. Chan Mei Bo Mabel.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to China Chief Cable TV Group Limited. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief:— (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on the “Latest Company Announcements” page of the GEM’s website of the Stock Exchange and on the Company’s website at www.m21.com.hk from the date of its publication.