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(Incorporated in the Cayman Islands and continued in Bermuda with limited liability) (Stock Code: 8172)

DATE OF BOARD MEETING

The board (the "Board") of directors (the "Directors") of China Media and Films Holdings Limited (the "Company") hereby announces that a meeting of the Board will be held on Tuesday, 13 May 2014 for the following purposes:

1. To consider and approve the unaudited consolidated results of the Company and its subsidiaries for the three months ended 31 March 2014 (the "First Quarterly Results") and approve the draft announcement of the First Quarterly Results to be published on the GEM website;

- 2. To consider the payment of a dividend, if any;
- 3. To consider the closure of the Register of Members, if necessary; and
- 4. To transact any other business.

By Order of the Board China Media and Films Holdings Limited Heung Wah Keung Chairman

Hong Kong, 28 April 2014

^{*} For identification only

As at the date of this announcement, the executive directors of the Company are Mr. Heung Wah Keung and Mr. Leung Wai Man; and the independent non-executive directors are Mr. Yip Tai Him, Mr. Law Yiu Sang, Jacky and Mr. Fung Wai Ching.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market (the "GEM") of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will be published on the GEM website on the "Latest Company Announcement" page for at least 7 days from the date of publication and on the Company's website at www.cmfhl. com.