



## **SEEC MEDIA GROUP LIMITED**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 205)**

### **UNUSUAL PRICE AND TRADING MOVEMENTS – QUALIFIED**

This statement is made at the request of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board of the Directors (the “Board”) of SEEC Media Group Limited (the “Company”) has noted the recent increases in price and trading volume of the shares of the Company and wishes to state that save for a possible notifiable transaction for an acquisition of license and exclusive advertising rights in a magazine in which is under negotiation, the Board is not aware of any reasons for such increases.

The Board confirms that save for a possible notifiable transaction for an acquisition of license and exclusive advertising rights in a magazine in which is under negotiation, there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under Rule 13.23 of the Rules Governing the Listing of Securities on the Stock Exchange (the “Listing Rules”), and neither is the Board aware of any matter discloseable under the general obligation of disclosure imposed by Rule 13.09 of the Listing Rules, which is or may be a price-sensitive nature.

Shareholders and investors should note that the possible acquisition may or may not proceed. In the event that such possible acquisition is materialized, a further announcement in respect thereof will be made by the Company in accordance with the requirements of the Listing Rules. Investors and shareholders of the Company are urged to exercise caution when dealing in the shares of the Company.

Made by the order of the Board, the Directors of which individually and jointly accept responsibility for the accuracy of this statement.

As at the date of this announcement, the Board comprises Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Dai Xiaojing, Mr. Li Shijie and Mr. Lau See Him Louis as executive directors, and Mr. Fu Fengxiang, Mr. Wang Xiangfei, Mr. Ding Yu Cheng and Mr. Zhang Ke as independent non-executive directors.

By Order of the Board  
**Zhang Zhifang**  
*Executive Director*

Hong Kong, 12 December 2007