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**SEEC MEDIA GROUP LIMITED**

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

(Stock Code: 205)

**APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER IN RESPECT  
OF THE OFFERS**

Reference is made to the joint announcement of SEEC Media Group Limited (the “Company”) and United Home Limited (the “Offeror”) dated 25 November 2010 (the “Announcement”) in relation to, among other things, the voluntary conditional cash offers by First Shanghai Securities Limited on behalf of the Offeror to acquire all the issued shares in the Company, and for the cancellation of the outstanding options of the Company (other than those already owned or agreed to be acquired by the Offeror and parties acting in concert with it) in accordance with the Takeovers Code. Terms used herein shall have the same meanings as defined in the Announcement unless otherwise defined or the context requires.

The Company wishes to announce that Partners Capital International Limited has been appointed as the independent financial adviser to advise the independent board committee of the Company in relation to the Offers. The appointment has been approved by the independent board committee of the Company pursuant to Rule 2.1 of the Takeovers Code. The advice of Partners Capital International Limited and the recommendation of the independent board committee of the Company will be included in the Composite Document to be despatched to the Shareholders.

By order of the Board  
**SEEC Media Group Limited**  
**Wang Boming**  
*Chairman*

Hong Kong, 3 December 2010

*As at the date of this announcement, the executive Directors are Mr. Wang Boming (Chairman), Mr. Zhang Zhifang, Mr. Dai Xiaojing and Mr. Li Shijie. The independent non-executive Directors are Mr. Fu Fengxiang, Mr. Wang Xiangfei, Mr. Ding Yu Cheng and Mr. Zhang Ke.*

*The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.*