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United Home Limited
(Incorporated in the British Virgin Islands with limited liability)

SEEC Media Group Limited
財訊傳媒集團有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 205)

**JOINT ANNOUNCEMENT
DELAY IN DESPATCH OF COMPOSITE DOCUMENT
RELATING TO VOLUNTARY CONDITIONAL CASH OFFERS
BY**



FIRST SHANGHAI SECURITIES LIMITED

**ON BEHALF OF
UNITED HOME LIMITED**

**FOR ALL THE ISSUED SHARES IN,
AND
FOR THE CANCELLATION OF ALL OUTSTANDING OPTIONS OF,
SEEC MEDIA GROUP LIMITED
(OTHER THAN THOSE ALREADY OWNED
OR AGREED TO BE ACQUIRED BY
UNITED HOME LIMITED
AND PARTIES ACTING IN CONCERT WITH IT)**

Financial adviser to the Offeror



FIRST SHANGHAI CAPITAL LIMITED

Independent financial adviser to the Independent Board Committee



**博大資本國際有限公司
Partners Capital International Limited**

Reference is made to the announcement dated 25 November 2010 (the “**Announcement**”) jointly issued by United Home Limited and SEEC Media Group Limited. Unless otherwise stated, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

As stated in the Announcement, it is the intention of the Offeror and the Company that a composite document combining the offer document and the offeree board circular (the “**Composite Document**”) will be jointly despatched by the Offeror and the Company to the Independent Shareholders and the Optionholders in accordance with the requirements of the Takeovers Code. Pursuant to Rule 8.2 of the Takeovers Code, the Composite Document should be despatched to the Independent Shareholders and the Optionholders within 21 days from 25 November 2010, the date of the Announcement, i.e. on or before 16 December 2010.

Since more time is required to finalize the statement of material change and the letter of advice from the independent financial adviser to be included in the Composite Document, an application has therefore been made for the consent of the Executive to waive the requirement of Rule 8.2 of the Takeovers Code and to extend the deadline for the despatch of the Composite Document from 16 December 2010 to no later than 24 December 2010.

By order of the board of directors of
United Home Limited
Zhang Zhifang
Director

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

Hong Kong, 16 December 2010

The Directors jointly and severally accept full responsibility for the accuracy of information contained in this announcement (other than that relating to the Offeror and parties acting in concert with it) and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement (other than those expressed by the Offeror and parties acting in concert with it) 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 (other than those relating to the Offeror and parties acting in concert with it) misleading.

The directors of the Offeror jointly and severally accept full responsibility for the accuracy of information contained in this announcement (other than that relating to the Group) and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement (other than those expressed by the Group) 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 (other than those relating to the Group) misleading.

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

As at the date of this announcement, Mr. Wang Boming, Mr. Zhang Zhifang and Mr. Dai Xiaojing are the directors of the Offeror.