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SEEC Media Group Limited
(Incorporated in Cayman Islands with limited liability)
(Stock Code: 205)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a consolidated net loss in its financial statements for the year ended 31 December 2009 and the loss would be significantly increased as compared to that of last year.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by SEEC Media Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group is expected to record a consolidated net loss in its financial statements for the year ended 31 December 2009 and the loss would be significantly increased as compared to that of last year. Such loss was mainly attributable to (i) the adverse effects on the Group’s operating environment as a result of the continued effect of global financial crisis, (ii) the impairment loss on goodwill arising from decrease in estimated future advertising revenue, (iii) the share of operating loss of a jointly controlled entity engaged in advertising business for a new start up magazine in trendy and fashion sector in China,

and (iv) the allowance for amounts due from jointly controlled entities and doubtful accounts receivable.

The Group's consolidated financial results for the year ended 31 December 2009 have not yet been finalized as at the date of this announcement. This profit warning announcement is only based on consolidated management accounts of the Group and a preliminary assessment made by the Board with reference to the figures and information currently available and is not based on any figures or information audited by the Company's auditors. It is expected that the Company will announce its audited consolidated financial results for the year ended 31 December 2009 on 23 April 2010.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
SEEC Media Group Limited
Zhang Zhifang
Executive Director

Hong Kong, 12 April 2010

As at the date hereof, the Board comprises Mr. Wang Boming, Mr. Zhang Zhifang, Mr. Dai Xiaojing and Mr. Li Shijie as executive directors and Mr. Fu Fengxiang, Mr. Wang Xiangfei, Mr. Ding Yu Cheng and Mr. Zhang Ke as the independent non-executive directors.