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

**CHANGE OF NAME AND ADDRESS OF THE REGISTERED OFFICE  
AND  
PRINCIPAL SHARE REGISTRAR AND TRANSFER OFFICE  
IN CAYMAN ISLANDS**

The board of the directors (the “Board”) of SEEC Media Group Limited (the “Company”) hereby announces that the name and address of the registered office and principal share registrar and transfer office of the Company in Cayman Islands will be changed to “The R&H Trust Co. Ltd., Windward 1, Regatta Office Park, Grand Cayman KY1-1103, Cayman Islands” with effect from 1 July 2011.

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

Hong Kong, 30 June 2011

*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 independent non-executive directors.*