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

## **POSITIVE PROFIT ALERT**

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 profit for the six-month period ended 30 June 2011 as compared to a loss for the corresponding period in 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 (the “Board”) of the Company wishes to inform the shareholders (the “Shareholders”) of the Company and potential investors that the Group is expected to record a consolidated net profit for the six-month period ended 30 June 2011 as compared to a loss for the corresponding period in last year. The expected profit is mainly attributable to economy recovery and increases in turnover and operating profit of the Group’s business.

The information contained in this announcement is a preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group. As at the date of this announcement, the Group's results for the six-month period ended 30 June 2011 have not yet been finalized, and are subject to review by the audit committee of the Company and, if required, necessary adjustments. The Company will announce the unaudited results of the Group for the six-month period ended 30 June 2011 by the end of August 2011.

**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 August 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 the independent non-executive directors.*