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CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 343)

APPOINTMENT OF DIRECTORS

The Board of Directors (the “Board”) of Culturecom Holdings Limited (the “Company”) announces that with effect from 19 March 2007, (i) Mr. Shao and Ms. Zhang have been appointed as non-executive directors of the Company and (ii) Mr. Hon has been appointed as independent non-executive director of the Company, as well as a member of each of the Audit Committee and the Remuneration Committee of the Company.

Mr. Shao Ruiqing (邵瑞慶) (“Mr. Shao”), aged 50, is a professor of accounting. He graduated from Shanghai Maritime University (上海海事大學) in 1982 in the profession of accounting. He works as a professor in accounting in Shanghai Maritime University (上海海事大學) and Shanghai Lixin University of Commerce (上海立信會計學院).

Mr. Shao is currently an independent non-executive director of Nanjing Water Transport Industry Company, Limited (南京水運實業股份有限公司) (a limited company whose securities are listed on the Shanghai Stock Exchange of the People's Republic of China (the “PRC”)), China Shipping Haisheng Company, Limited (中海海盛船務有限公司), Shenzhen Guangju Energy Company Limited (深圳市廣聚能源股份有限公司) (a limited company whose securities are listed on the Shenzhen Stock Exchange of the PRC) and CHEC Dredging Company Limited (中港疏浚股份有限公司).

There is no service contract entered into between Mr. Shao and the Company. His appointment as a non-executive director of the Company will be for a term of 1 year commencing from the effective date of appointment and shall continue unless and until terminated by either Mr. Shao or the Company by 1 month’s notice. The appointment is subject to retirement by rotation and re-election in accordance with the Bye-laws of the Company. Mr. Shao’s emolument in compensation for his services to the Company is fixed at HK\$10,000 per month and is determined by the Board based on his anticipated time and effort to be spent on the Company’s affairs and with reference to the remuneration benchmark in the industry and the prevailing market conditions. His compensation is also subject to the approval by the Remuneration Committee of the Company. He does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Cap. 571 of the laws of Hong Kong) (the “SFO”).

Ms. Zhang Ruiping (張瑞萍) (“Ms. Zhang”), aged 36, is a qualified PRC accountant and also a PRC certified public accountant registered as an individual member with the Shanghai Institute of Certified Public Accountants (上海市註冊會計師協會). She graduated from Shanghai University of Finance and Economics (上海財經大學) in 1993 in the profession of accounting. Ms. Zhang has about 13 years experience in the field of accounting and financing and she is currently the qualified accountant of Brilliance China Automotive Holdings Limited (a limited company whose securities are listed on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) and the New York Stock Exchange, Inc.).

There is no service contract entered into between Ms. Zhang and the Company. Her appointment as a non-executive director of the Company will be for a term of 1 year commencing from the effective date of appointment and shall continue unless and until terminated by either Ms. Zhang or the Company by 1 month's notice. The appointment is subject to retirement by rotation and re-election in accordance with the Bye-laws of the Company. Ms. Zhang's emolument in compensation for her services to the Company is fixed at HK\$10,000 per month and is determined by the Board based on her anticipated time and effort to be spent on the Company's affairs and with reference to the remuneration benchmark in the industry and the prevailing market conditions. Her compensation is also subject to the approval by the Remuneration Committee of the Company. She does not have any interests in the shares of the Company within the meaning of Part XV of the SFO.

Mr. Hon Chun Bon (韓鎮邦) ("Mr. Hon"), aged 46, is a certified public accountant. He is a certified public account of Washington State Board of Accountancy and a member of American Institute of Certified Public Accountants as well. He obtained a bachelor degree in business administration majoring in accounting from Southwest Texas State University and a master degree in business administration majoring in finance from Cleveland State University. Mr. Hon has over 10 years experience in the field of accounting and financing. He is currently a partner of an accounting firm and the vice president in finance and administration of Unimax Holdings Limited.

There is no service contract entered into between Mr. Hon and the Company. His appointment as an independent non-executive director of the Company will be for a term of 1 year commencing from the effective date of appointment and shall continue unless and until terminated by either Mr. Hon or the Company by 1 month's notice. The appointment is subject to retirement by rotation and re-election in accordance with the Bye-laws of the Company. Mr. Hon's emolument in compensation for his services to the Company is fixed at HK\$20,000 per month, and is determined by the Board based on his anticipated time and effort to be spent on the Company's affairs and with reference to the remuneration benchmark in the industry and the prevailing market condition. His compensation is also subject to the approval by the Remuneration Committee of the Company. He does not have any interests in the shares of the Company within the meaning of Part XV of the SFO.

Save as disclosed, each of Mr. Shao, Ms. Zhang and Mr. Hon has not held any directorship in any listed public companies in the last three years and does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company. As at the date hereof, each of Mr. Shao, Ms. Zhang and Mr. Hon does not have any interest in shares of the Company within the meaning of Part XV of the SFO.

Save as disclosed herein, there are no other matters related to the above appointment of directors that need to be brought to the attention of the shareholders of the Company or are required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange.

As at the date hereof, the Board comprises Mr. Cheung Wai Tung, Mr. Chu Bong Foo, Mr. Henry Chang Manayan and Mr. Wan Xiaolin (all being executive Directors); Mr. Shao Ruiqing and Ms. Zhang Ruiping (all being non-executive Directors); and Mr. Lai Man To, Mr. Wang Tiao Chun, Mr. Joseph Lee Chennault and Mr. Hon Chun Bon (all being independent non-executive Directors).

By Order of the Board
Culturecom Holdings Limited
Cheung Wai Tung
Chairman

Hong Kong, 19th March 2007

* *for damnification purpose only*

"Please also refer to the published version of this announcement in Chinadaily."