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CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in the Bermuda with limited liability)

(Stock Code: 343)

PROFIT WARNING

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

The Board wishes to inform the shareholders and potential investors that the Group is expected the unaudited loss for the six months ended 30 September 2010 may increase significantly as compared to the unaudited loss for the same period in 2009 which the expected loss is mainly due to a decrease in fair value of financial assets through profit or loss of the Group's investment.

This profit warning announcement is only based on the Company's preliminary assessment by the management of the Company on the management accounts of the Group for the six months ended 30 September 2010, which has neither been reviewed nor audited by the Company's auditor.

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

This announcement is made by Culturecom Holdings Limited (the "**Company**"), together with its subsidiaries as the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities of The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

The board of directors (the "**Board**") of the Company wishes to inform the shareholders and potential investors of the Company that the Group is expected the unaudited loss for the six months ended 30 September 2010 may increase significantly as compared to the unaudited loss for the same period in 2009 which is mainly due to a

decrease in fair value of financial assets through profit or loss of the Group's investment.

This profit warning announcement is only based on the preliminary assessment by the management of the Company on the management accounts of the Group for the six months ended 30 September 2010, which has neither been reviewed nor audited by the Company's auditor. Further details of the Group's financial data will be disclosed in the Group's unaudited interim results for the six months ended 30 September 2010 to be announced in late November 2010. Shareholders of the Company and potential investors are advised to read the interim results announcement of the Company when it is published.

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

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

Hong Kong, 15 November 2010

As at the date of this announcement, the Board comprises of Mr. Cheung Wai Tung, Mr. Chu Bong Foo, Mr. Kwan Kin Chung, Mr. Wan Xiaolin, Mr. Chung Billy, Mr. Tang U Fai, Mr. Tang Kwing Chuen Kenneth and Mr. Chen Man Lung (all being executive directors); and Mr. Tsang Wai Wa, Mr. Joseph Lee Chennault, Mr. Lai Qiang (all being independent non-executive directors).

** For identification purpose only*