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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)

RE-DESIGNATION OF DIRECTOR AND APPOINTMENT OF CHAIRMAN

The board of directors (the “**Board**”) of Culturecom Holdings Limited (the “**Company**”) pleased to announce that Mr. Chu Bong Foo (“**Mr. Chu**”), currently an executive Director of the Company and the vice-Chairman of the Board, has been re-designed as a non-executive Director of the Company and appointed as the Chairman of the Board with effect from 21 January 2011.

Mr. Chu, aged 73, was appointed as the executive Director of the Company and the vice-Chairman of the Board in May 1999 and is responsible for the design and development of Chinese Index System and has been engaging in the development of Chinese character generating technology over 20 years.

Save as disclosed above, Mr. Chu did not hold any directorships in any other listed public companies in the last three years.

Mr. Chu does not have any relationship with any directors, senior management or substantial shareholders or controlling shareholders of the Company.

As of the date of this announcement, Mr. Chu has interests in 28,305,200 shares of the Company (the “**Shares**”) of which 12,287,200 Shares are held by Bay-Club Enterprises Inc., a company which is wholly and beneficially owned by Mr. Chu, and 16,018,000 Shares of the Company owned by Mr. Chu personally. Save as disclosed above, Mr. Chu does not have any interests in the Shares within the meaning of Part XV of the Securities and Future Ordinance.

There is no specific contract entered between the Company and Mr. Chu. He is not appointed for any specified length of service with the Company but is subject to retirement by rotation and re-election pursuant to the Bye-Laws of the Company. The

emolument of Mr. Chu will be determined by the Board with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market condition.

Save as disclosed above, there are no other matters that need to be brought to the attention of the Shareholders of Company and there is no information need to be disclosed pursuant to any of the requirement set out in Rule 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

By order of the Board
CULTURECOM HOLDINGS LIMITED
Kwan Kin Chung
Executive Director

Hong Kong, 20 January 2011

As at the date of this announcement, the Board comprises of 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 and Mr. Lai Qiang (all being independent non-executive directors).

* For identification purpose only