



CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 343)

(Warrant Code: 453)

APPOINTMENT OF DIRECTORS

The board of directors (the “Board”) of Culturecom Holdings Limited (the “Company”) is pleased to announce that Mr. Tang Kwing Chuen Kenneth (“Mr. Tang”) and Mr. Lai Qiang (“Mr. Lai”) have been appointed as executive director and independent non-executive director of the Company respectively both with effect from 8 December 2008. In addition, Mr. Lai is also appointed as a member of the Remuneration Committee and Audit Committee of the Company with effect from 8 December 2008.

Appointment of Mr. Tang Kwing Chuen Kenneth as Executive Director

Mr. Tang, aged 30, was appointed as company secretary of ViaGOLD Capital Limited, a company whose shares are listed on Australian Stock Exchange, in January 2007. ViaGOLD Capital Limited is a controlled corporation of Harvest Smart Overseas Limited, which is a substantial shareholder of the Company. Mr. Tang holds a Master of Commerce degree in Finance and a Bachelor of Science degree majoring in Information Systems from the University of New South Wales. He joined the Group as Project Manager in October 2003. He has extensive years of experience in banking and finance industry.

Saved as disclosed above, Mr. Tang (i) does not held any other position with the Company and other members of the Company’s group; (ii) is not related to any directors, senior management, substantial or controlling shareholders of the Company; and (iii) has not held other directorships in other listed public companies in the last three years.

As at the date of this announcement, Mr. Tang has interests in (i) 50,000 options of the Company, (ii) 1,500,000 warrants of the Company listed on The Stock Exchange of Hong Kong Limited (warrant code: 453) and (iii) 380,000 shares of the Company, approximately 0.05% of the Company’s issued share capital within the meaning of Part XV of the Securities and Futures Ordinance (the “SFO”).

There is no service contract between the Company and Mr. Tang. Mr. Tang is not appointed for a specific term and is subject to retirement by rotation and re-election in accordance with the bye-laws of the Company. The emolument of Mr. Tang 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 in relation to the appointment of Mr. Tang as executive director of the Company that need to be brought to the attention of the shareholders and there is no other information required to be disclosed pursuant to rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

Appointment of Mr. Lai Qiang as Independent Non-executive Director

Mr. Lai, aged 34, holds a Bachelor Degree in International Finance (Professional Economics), International Trading Finance Department, from Zhongshan University, Guangzhou, the PRC. He is also an intermediate level economist. Mr. Lai is a Deputy Officer of Financial Settlement Centre and Manager of Treasury Department of Shenzhen Huaqiang Holdings Limited (“Huaqiang Holdings”). Huaqiang Holdings is a large investment holding company with high technology industries as its core business. It was chosen as “the Most Advanced Enterprise in Quality and Efficiency in China” and “the Top Foreign Exchange-Earning Enterprise in China” continuously for many years. Mr. Lai has over ten years of practical experience in group enterprise fund management and financial management.

Saved as disclosed above, Mr. Lai (i) does not held any other position with the Company and other members of the Company’s group; (ii) is not related to any directors, senior management, substantial or controlling shareholders of the Company; and (iii) has not held other directorships in other listed public companies in the last three years.

As at the date of this announcement, Mr. Lai did not have any interests or short position in the shares or underlying shares in the Company or its associated corporations within the meaning of Part XV of the SFO.

There is no service contract between the Company and Mr. Lai. Mr. Lai is not appointed for a specific term and is subject to retirement by rotation and re-election in accordance with the bye-laws of the Company. The emolument of Mr. Lai 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 in relation to the appointment of Mr. Lai as independent non-executive director of the Company that need to be brought to the attention of the shareholders and there is no other information required to be disclosed pursuant to rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would express its warmest welcome to Mr. Tang and Mr. Lai for joining the Group.

By Order of the Board of
CULTURECOM HOLDINGS LIMITED
Cheung Wai Tung
Chairman

Hong Kong, 8 December 2008

As at the date of this announcement, the Board comprises of Mr. Cheung Wai Tung, Mr. Chu Bong Foo, Mr. Kwan Kin Chung, Mr. Henry Chang Manayan, Mr. Wan Xiaolin, Mr. Tai Cheong Sao, Mr. Chung Billy, Mr. Tang U Fai and Mr. Tang Kwing Chuen Kenneth (all being executive Directors); and Mr. Lai Man To, Mr. Joseph Lee Chennault and Mr. Lai Qiang (all being independent non-executive Directors).

** for identification purpose only*