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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)

(Warrant Code : 424)

### **EXPIRY OF SUBSCRIPTION RIGHTS ATTACHING TO THE 2007 WARRANTS**

The subscription rights attaching to the 2007 Warrants (Warrant Code: 424) which have not been exercised will expire after 4:00 p.m. on Tuesday, 2 October 2007.

The last trading day of the 2007 Warrants on the Stock Exchange is Tuesday, 25 September 2007. The registered holders of the 2007 Warrants who wish to exercise the subscription rights attaching to the 2007 Warrants must lodge with the Registrars at the address set out below by not later than 4:30 p.m. on Tuesday, 2 October 2007.

Application has been made for the withdrawal of the listing of the 2007 Warrants on the Stock Exchange with effect from the close of business on Tuesday, 2 October 2007.

The Board of Directors (the “**Board**”) of Culturecom Holdings Limited (the “**Company**”) wishes to remind the holders of the existing outstanding 2007 registered warrants (Warrant Code: 424) (“**2007 Warrants**”) of the Company, carrying rights to subscribe in cash for new shares of HK\$0.10 each (“**Shares**”) in the capital of the Company at an initial subscription price of HK\$0.172 per share (subject to adjustment), that in accordance with the terms and conditions of the instrument constituting the 2007 Warrants, the subscription rights attaching to the 2007 Warrants (the “**Subscription Rights**”) will expire after 4:00 p.m. on Tuesday, 2 October 2007. **Thereafter, any Subscription Rights which have not been exercised by 4:00 p.m. on Tuesday, 2 October 2007 will lapse and the 2007 Warrant certificates will cease to be valid for any purpose.**

In respect of the expiry of the 2007 Warrants, the Company has made the following arrangements regarding the dealings and transfers of the 2007 Warrants:

1. the last trading day of the 2007 Warrants on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) is Tuesday, 25 September 2007 and trading of the 2007 Warrants on the Stock Exchange will close after 4:00 p.m. on Tuesday, 25 September 2007 and listing of the 2007 Warrants will be withdrawn from the Stock Exchange with effect from the close of business on Tuesday, 2 October 2007;
2. the registered holders of the 2007 Warrants who wish to exercise in whole or in part the Subscription Rights must lodge with the branch share and warrant registrars of the Company in Hong Kong, Computershare Hong Kong Investor Services Limited (the “**Registrars** ”) at Shops 1712-1716, 17 Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong, the following documents by not later than 4:30 p.m. on Tuesday, 2 October 2007:
  - (a) the relevant certificates of the 2007 Warrants;
  - (b) the duly completed and signed subscription forms; and
  - (c) remittances for the relevant subscription moneys;
3. persons who purchased the 2007 Warrants but have not yet registered as holders and wish to exercise the Subscription Rights must lodge with the Registrars at the above address the following documents by not later than 4:30 p.m. on Tuesday, 2 October 2007:
  - (a) the relevant duly executed and stamped instruments of transfer and/or other documents of title;
  - (b) the relevant certificates of the 2007 Warrants;
  - (c) the duly completed and signed subscription forms; and
  - (d) remittances for the relevant subscription moneys;
4. subscription forms lodged with the Registrars later than 4:30 p.m. on Tuesday, 2 October 2007 will not be regarded as valid and will not be accepted;
5. new Shares falling to be issued upon exercise of the Subscription Rights will be allotted not later than 28 days after the relevant date of subscription and will rank pari passu in all respects with the then existing issued Shares; and

6. application to the Stock Exchange has been made for the withdrawal of the listing of the 2007 Warrants from the Stock Exchange with effect from the close of business on Tuesday, 2 October 2007.

The closing prices of the shares of the Company and the 2007 Warrants of the Company on the Stock Exchange on 24 August 2007 (being the latest trading date prior to this announcement) are HK\$0.195 and HK\$0.035 respectively.

A circular relating to the expiry of the 2007 Warrants will be despatched to the holders of the 2007 Warrants and, for information only, the shareholders of the Company as soon as practicable.

The holders of the 2007 Warrants who are in any doubt as to their position or the action to be taken should consult their stockbroker, bank manager, solicitor, professional accountant or other professional adviser.

By order of the Board of Directors of  
**CULTURECOM HOLDINGS LIMITED**  
**Cheung Wai Tung**  
*Chairman*

Hong Kong, 27 August 2007

*As at the date of this announcement, the Board comprises of Mr. Cheung Wai Tung, Mr. Chu Bong Foo, Mr. Henry Chang Manayan, Mr. Wan Xiaolin, Mr. Tai Cheong Sao (all being executive directors); and Mr. Lai Man To, Mr. Wang Tiao Chun, Mr. Joseph Lee Chennault and Mr. Chung Billy (all being independent non-executive directors).*

*\* for identification purpose only*