

*Hong Kong Stock Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

*This announcement appears for information purpose only and does not constitute an invitation or offer to acquire, purchase or subscribe for the Warrants or any other securities of the Company.*



## **CULTURECOM HOLDINGS LIMITED**

文化傳信集團有限公司\*

*(incorporated in Bermuda with limited liability)*

(Stock Code: 343)

### **ADJUSTMENTS TO THE EXERCISE PRICES AND NUMBER OF THE SHARE OPTIONS**

As disclosed in the Announcements, the issue of the Rights Shares would cause adjustments to the exercise prices and number of Shares to be issued upon the exercise of the outstanding Share Options. The Board announces that the exercises prices of the Share Options and the aggregate number of Shares to be issued and allotted upon the exercise of the outstanding Share Options have been adjusted as disclosed herein.

Reference is made to the announcements of the Company dated 17 December 2010 and 24 February 2011 respectively (the “**Announcements**”) and the prospectus of the Company dated 1 February 2011 (the “**Prospectus**”) in relation to, among others, the Rights Issue of 344,627,982 Rights Shares by the Company. Unless otherwise stated, capitalised terms used herein shall bear the same meanings as defined in the Announcements and the Prospectus.

As disclosed in the Announcements, the issue of the Rights Shares would cause adjustments to the exercise prices and number of Shares to be issued upon the exercise of the outstanding Share Options. The Board announces that the exercises prices of the Share Options and the aggregate number of Shares to be issued and allotted upon the exercise of the outstanding Share Options have been adjusted as follows:

Date of Share Options granted	Exercisable period	Before the Rights Issue		After the Rights Issue	
		Exercise price per Share HK\$	Outstanding number of Share option	Adjusted exercise price per Share HK\$	Adjusted outstanding number of Share Option
19/12/2003	19/12/2003 to 18/12/2013	2.65	5,910,000	2.42	6,483,270
24/03/2005	24/03/2005 to 23/03/2015	2.95	26,950,000	2.69	29,564,150
03/10/2005	03/10/2005 to 02/10/2015	2.12	3,000,000	1.93	3,291,000
07/07/2006	07/07/2006 to 06/07/2016	1.01	13,590,000	0.92	14,908,230
29/06/2007	29/06/2007 to 28/06/2017	2.37	40,000,000	2.16	43,880,000
06/11/2007	06/11/2007 to 05/11/2017	1.56	55,200,000	1.42	60,554,400

BDO Limited has certified the adjustments to the exercise prices of the Share Options and the number of Shares to be issued upon the exercise of the outstanding Share Options.

By order of the Board  
**Culturecom Holdings Limited**  
**Chu Bong Foo**  
*Chairman*

Hong Kong, 28 March 2011

*As at the date of this announcement, the Board comprises of 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), Mr. Chu Bong Foo (being the Chairman and non-executive director) and Mr. Tsang Wai Wa, Mr. Joseph Lee Chennault and Mr. Lai Qiang (all being independent non-executive directors).*

\* for identification purposes only