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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: 824)

### **VOLUNTARY ANNOUNCEMENT**

This announcement is issued by Culturecom Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

The Board of the Company (the “**Board**”) is pleased to announce that on 11 November 2011, the Group and the agent of Mr. Jay Chou (“**Mr. Chou**”), an independent third party to the Company, entered into a contract (the “**Contract**”) in relation to the development of the 3D Interactive Social Network Website (the “**Ucan.com**”) which is designed and constructed by Ucan Technology (Macau) Company Limited (“**Ucan**”).

Ucan is a wholly owned subsidiary of the Company.

Pursuant to the Contract, Mr. Chou will become a shareholder of Ucan and also be a Chinese Culture Ambassador of Ucan.com (term of two years). Simultaneously, Ucan was granted to use the portrait, the name and the voice of Mr. Chou in designing, producing and publishing the products.

Ucan.com would target to the Chinese and youth globally. It will provide an online interactive new media – Ucan3DTV.com and 3D online game social networking platform – 3D Online Game Social Networking. Ucan.com includes the functions of downloading, online gaming and 3D interactive gaming as a sharing platform to create a new social gaming generation.

Mr. Chou is a well-known musician genius, known as the “King of Asia”, and is recognised as the leader of trend unanimously. He was elected as the World’s 100 most influential people in 2011 in “Time Magazine”. For the global Chinese he has a decisive influence and has a significant market value. The Board believes that the participation of Mr. Chou will furnish rich and unique resources to make a significant contribution to the development of Ucan.

By the Order of Board  
**CULTURECOM HOLDINGS LIMITED**  
Chu Bong Foo  
*Chairman*

Hong Kong, 15 November 2011

*As at the date of this announcement, the Board comprises of Mr. Kwan Kin Chung, Ms. Chow Lai Wah Livia, Mr. Chung Billy, Mr. Wan Xiaolin, 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 purpose only*