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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: 453)

### **EXPIRY OF SUBSCRIPTION RIGHTS ATTACHING TO THE 2010 WARRANTS**

The subscription rights attaching to the 2010 Warrants (Warrant Code: 453) which have not been exercised will expire after 4:00 p.m. on Wednesday, 6 January 2010.

The last trading day of the 2010 Warrants on the Stock Exchange is Thursday, 31 December 2009. The registered holders of the 2010 Warrants who wish to exercise the subscription rights attaching to the 2010 Warrants must lodge with the Registrars at the address set out below by not later than 4:00 p.m. on Wednesday, 6 January 2010.

Application has been made to the Stock Exchange for the withdrawal of listing of the 2010 Warrants on the Stock Exchange with effect from 4:00 p.m. on Wednesday, 6 January 2010.

The Board of Directors (the “**Board**”) of Culturecom Holdings Limited (the “**Company**”) wishes to remind the holders of the existing outstanding 2010 registered warrants (Warrant Code: 453) (“**2010 Warrants**”) of the Company, carrying rights to subscribe in cash for new shares of HK\$1.00 each (“**Share(s)**”) in the capital of the Company at the adjusted subscription price of HK\$1.38 per Share, that in accordance with the terms and conditions of the instrument constituting the 2010 Warrants (the “**Instrument**”), the subscription rights attaching to the 2010 Warrants (the “**Subscription Rights**”) will expire after 4:00 p.m. on Wednesday, 6 January 2010. **Thereafter, any Subscription Rights which have not been exercised by 4:00 p.m. on Wednesday, 6 January 2010 will lapse and the 2010 Warrant certificates will cease to be valid for any purpose.**

In respect of the expiry of the 2010 Warrants, the Company has made the following arrangements regarding the dealings in, transfers of and exercise of the Subscription Rights:

1. the last trading day of the 2010 Warrants on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) will be fixed on Thursday, 31 December 2009 and trading of the 2010 Warrants on the Stock Exchange will cease after 12:30 p.m. on Thursday, 31 December 2009. The listing of the 2010 Warrants will be withdrawn from the Stock Exchange after 4:00 p.m. on Wednesday, 6 January 2010;
2. the registered holders of the 2010 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 4:00 p.m. on Wednesday, 6 January 2010:
  - (a) the relevant certificate(s) of the 2010 Warrants;
  - (b) the duly completed and signed subscription form(s); and
  - (c) remittances for the relevant subscription moneys;
3. persons who purchased the 2010 Warrants but have not yet registered as holders of the 2010 Warrants and wish to exercise the Subscription Rights must lodge with the Registrars at the above address the following documents by not later than 4:00 p.m. on Wednesday, 6 January 2010:
  - (a) the relevant duly executed and stamped instruments of transfer and/or other documents of title;
  - (b) the relevant certificate(s) of the 2010 Warrants;
  - (c) the duly completed and signed subscription form(s); and
  - (d) remittances for the relevant subscription moneys;
4. subscription forms lodged with the Registrars later than 4:00 p.m. on Wednesday, 6 January 2010 will not be regarded as valid and will not be accepted;
5. under the terms of the Instrument, new Shares will be allotted and issued within 28 days after the date of exercise of the Subscription Rights and Shares to be issued pursuant to the exercise of the Subscription Rights will, when issued, 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 listing of the 2010 Warrants from the Stock Exchange with effect from 4:00 p.m. on Wednesday, 6 January 2010.

The closing prices of the Shares and the 2010 Warrants as quoted on the Stock Exchange on Thursday, 3 December 2009 (being the last trading day prior to this announcement) were HK\$0.46 per Share and HK\$0.01 per unit of the 2010 Warrant respectively.

A circular relating to the expiry of the 2010 Warrants will be dispatched to the holders of the 2010 Warrants and, for information only, the shareholders of the Company as soon as practicable.

The holders of the 2010 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  
**CULTURECOM HOLDINGS LIMITED**  
**Cheung Wai Tung**  
*Chairman*

Hong Kong, 4 December 2009

*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. 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*