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SMI Publishing Group Limited
星美出版集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8010)

APPOINTMENT OF COMPANY SECRETARY

The board of directors (the “Board”) of SMI Publishing Group Limited (the “Company”) is pleased to announce that Mr. LO Wing Hung, Stanley (“Mr. Lo”) has been appointed as secretary of the Company (“Company Secretary”) with effect from 5 May 2009.

Mr. Lo is graduated from the City University of Hong Kong and holds a Degree of Bachelor of Laws with Honours and a Postgraduate Certificate in Laws. Mr. Lo has been practising as a certified public accountant since 1992 and is now the managing director of Castra CPA Limited. He is a fellow member of the Hong Kong Institute of Certified Public Accountants, The Association of International Accountants and the Association of Chartered Certified Accountants and also a member of the Chartered Accountants in England and Wales.

Save as disclosed above, there is no matter in relation to the appointment of Mr. Lo as the Company Secretary that needs to be brought to the attention of the shareholders of the Company and the Stock Exchange.

The Board would like to take this opportunity to welcome Mr. Lo to join the Company.

By order of the Board
SMI Publishing Group Limited
YU Wai Ying, Sammy
Executive Director

Hong Kong, 15 May 2009

* *For identification purpose only*

As at the date of this announcement, the Board comprises eight directors, of which four are executive directors, namely, Messrs. QIN Hong, WANG Fei, WONG Yue Kwan, Alan and YU Wai Ying, Sammy and four are independent non-executive directors, namely Messrs. JIANG Jin Sheng, KONG Tze Wing, WONG Ching Yip and HUNG Yat Ming.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

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