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Rojam Entertainment Holdings Limited

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8075)

PROPOSED CHANGE OF COMPANY NAME AND CHANGE OF INDEPENDENT AUDITORS

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the Company's English name from "Rojam Entertainment Holdings Limited" to "Media Asia Group Holdings Limited" and adopt the Chinese name "寰亞傳媒集團有限公司" as the secondary name of the Company subject to the conditions set out below.

PROPOSED CHANGE OF INDEPENDENT AUDITORS

On 8 July 2011, the Board resolved to propose at the 2011 AGM the appointment of E&Y as the independent auditors of the Company to hold office until the conclusion of the next annual general meeting of the Company. The Company received on 20 July 2011 a letter from RSM, indicating that it will not seek for re-appointment as the independent auditor of the Company at the 2011 AGM and confirming that up to the date of this announcement, there are no matters connected with its retirement that should be brought to the attention of the Shareholders or the creditors of the Company.

GENERAL

Amongst other things, particulars of the Change of Company Name and Change of Independent Auditors together with a notice convening the 2011 AGM will be set out in a circular to be despatched to the Shareholders as soon as practicable.

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the Company's English name from "Rojam Entertainment Holdings Limited" to "Media Asia Group Holdings Limited" and adopt the Chinese name "寰亞傳媒集團有限公司" as the secondary name of the Company.

Reasons for the Change of Company Name

The Board considers that the Change of Company Name would provide a new corporate image, which benefits the future business development of the Group. As such, the Board considers that the Change of Company Name is in the interests of the Company and the Shareholders as a whole.

Conditions of the Change of Company Name

The Change of Company Name is subject to the satisfaction of the following conditions:

- (i) the passing of a special resolution by the Shareholders at the 2011 AGM; and
- (ii) the approval of the Registrar of Companies in Bermuda for the use of the proposed new English name and Chinese name by the Company.

The Change of Company Name will take effect from the date of entry of the new names of the Company on the register of companies maintained by the Registrar of Companies in Bermuda in place of the existing name. The Company will then carry out the necessary filing procedures with the Registrar of Companies in Hong Kong.

Effect of the Change of Company Name

The Change of Company Name will not affect any of the rights of the existing Shareholders. The share certificates bearing the present Company's name shall, after the Change of Company Name having become effective, continue to be evidence of title and will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of the existing certificates of securities of the Company for new certificates bearing the new Company's names. Once the Change of Company Name has become effective, new certificates of securities will be issued in the new names of the Company.

PROPOSED CHANGE OF INDEPENDENT AUDITORS

On 8 July 2011, the Board resolved to propose at the 2011 AGM the appointment of Messrs. Ernst & Young, Certified Public Accountants ("E&Y"), as the independent auditors of the Company to hold office until the conclusion of the next annual general meeting of the Company.

As the Company has become an indirect subsidiary of eSun since 9 June 2011 and E&Y are the independent auditors of eSun, the Board believes that it would be more efficient and cost effective for E&Y to be appointed as the independent auditors of the Company. The Board resolved to propose the alignment with the parent company to appoint E&Y as the independent auditors of the Company at the 2011 AGM. The Board is of the view that it would be in the best interests of the Company and the Shareholders as a whole to appoint E&Y as its independent auditors.

The Company received on 20 July 2011 a letter from RSM Nelson Wheeler, Certified Public Accountants (“RSM”), the retiring independent auditor of the Company, indicating that it will not seek for re-appointment as the independent auditor of the Company at the 2011 AGM and confirming that up to the date of this announcement, there are no matters connected with its retirement that should be brought to the attention of the Shareholders or the creditors of the Company. The Board confirms that there is no disagreement between the Company and RSM in respect of the Change of Independent Auditors. The Board also confirms that there are no circumstances in respect of the Change of Independent Auditors which shall be brought to the attention of the Shareholders.

GENERAL

Amongst other things, particulars of the Change of Company Name and Change of Independent Auditors together with a notice convening the 2011 AGM will be set out in a circular to be despatched to the Shareholders as soon as practicable.

The Company will make further announcement on the Change of Company Name and the change in the stock short name once the Change of Company Name has become effective.

DEFINITIONS

In this announcement, the following expressions shall, unless the context requires otherwise, have the following respective meanings:

“2011 AGM”	the annual general meeting of the Company to be convened and held in or about late August 2011;
“Board”	the board of Directors;
“Change of Company Name”	proposed change of the Company’s English name from “Rojam Entertainment Holdings Limited” to “Media Asia Group Holdings Limited” and adoption of the Chinese name “寰亞傳媒集團有限公司” as the secondary name of the Company;
“Change of Independent Auditors”	proposed appointment of E&Y as the independent auditors of the Company;
“Company”	Rojam Entertainment Holdings Limited, a company incorporated in the Cayman Islands and continued in Bermuda as an exempted company with limited liability, the issued Shares of which are listed and traded on the GEM (Stock Code: 8075);

“Director(s)”	director(s) of the Company;
“eSun”	eSun Holdings Limited, an exempted company incorporated in Bermuda with limited liability, the issued shares of which are listed and traded on the Main Board of the Stock Exchange (Stock Code: 571);
“GEM”	the Growth Enterprise Market of the Stock Exchange;
“GEM Listing Rules”	the Rules Governing the Listing of Securities on the GEM;
“Group”	the Company and its subsidiaries;
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China;
“Shareholder(s)”	the holder(s) of the Share(s);
“Share(s)”	ordinary share(s) of HK\$0.01 each in the capital of the Company; and
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

By order of the Board
Rojam Entertainment Holdings Limited
Lui Siu Tsuen, Richard
Executive Director

Hong Kong, 20 July 2011

As at the date of this announcement, the Board comprises seven executive Directors, namely Dr. Lam Kin Ngok, Peter (Chairman), Mr. Yu Feng, Ms. Etsuko Hoshiyama, Mr. Chan Chi Ming, Alvin, Mr. Luk Hong Man, Hammond, Mr. Lui Siu Tsuen, Richard and Mr. Chan Chi Kwong; and four independent non-executive Directors, namely Messrs. Chan Chi Yuen, Zhang Xi, Yeung Wai Hung, Peter and Wong Kam Choi.

This announcement, for which the Directors 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. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at <http://www.hkgem.com> for at least seven days from the date of its publication and on the website of the Company at <http://www.rojam.com>.