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(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 8243)

CHANGE OF COMPANY SECRETARY

The board of directors (the "Board") of Dahe Media Co., Ltd. (the "Company") announced that Mr. Wong Hon Sum (黃漢森) ("Mr. Wong") has tendered his resignation as the company secretary of the Company with effect from 31 October 2014 due to his intention to concentrate on his personal affair. In his replacement, Mr. Tsui Kei Pang (徐奇鵬) ("Mr. Tsui") was appointed as the company secretary of the Company with effect from 31 October 2014.

Mr. Tsui, aged 54, obtained a bachelor's degree in law (Honours) and a master's degree in law from The University of Hong Kong. He is a solicitor of Hong Kong, a solicitor of England and Wales (non-practising), a China Appointed Attesting Officer and a Civil Celebrant of Marriages. Mr. Tsui is currently a partner of Gallant Y.T. Ho & Co. and specialises in China business practices. He is also the vice chairman of the Greater China Legal Affairs Committee of The Law Society of Hong Kong, an honorary legal adviser of The Hong Kong Real Estate Association as well as a member of China Committee of Hong Kong General Chamber of Commerce.

Mr. Wong has confirmed that there is no matter in relation to his resignation as the company secretary of the Company that needs to be brought to the attention of the Stock Exchange or the shareholders of the Company.

The Board would like to take this opportunity to express its gratitude to Mr. Wong for his valuable contribution to the Company during his tenure of service as company secretary, and also its warm welcome to Mr. Tsui on his appointment.

By Order of the Board 大賀傳媒股份有限公司 Dahe Media Co., Ltd.* He Chaobing

Chairman and Executive Director

Nanjing, the PRC, 31 October 2014

As at the date of this announcement, the Board comprises Mr. He Chaobing and Ms. Lu Yin, being the executive Directors, Mr. Xu Haoran, Mr. Ge Jianya and Ms. Ye Jianmei, being the independent non-executive Directors, and Mr. Li Huafei, Mr. He Lianyi and Mr. He Pengjun being the non-executive Directors.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited 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: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) 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.

The announcement will remain on the "Latest Company Announcements" page of the GEM website for at least seven days from its publication.

* For identification purpose only