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SIGNAL MEDIA AND COMMUNICATIONS HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

Stock code: 2362

CHANGE OF AUTHORISED REPRESENTATIVES, QUALIFIED ACCOUNTANT AND COMPANY SECRETARY AND

CHANGE OF HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS

CHANGE OF AUTHORISED REPRESENTATIVES, QUALIFIED ACCOUNTANT AND COMPANY SECRETARY

With effect from 24 March 2006, Mr. Kwok King Yan, Edmund, an executive director and chief financial officer of Signal Media and Communications Holdings Limited (the "Company"), replaces Mr. Isao Matsushima as an authorised representative of the Company.

With effect from 24 March 2006, Mr. Cheung Ying Kwan resigns as an authorised representative, qualified accountant and company secretary of the Company and Mr. Chan Yiu Wa is appointed to fill such vacancies on the same day. Mr. Chan is a fellow of the Hong Kong Institute of Certified Public Accountants.

There are no matters that need to be brought to the attention of the shareholders of the Company in connection with the aforesaid changes.

CHANGE OF HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS

The board (the "Board") of directors of the Company also announces that the head office and principal place of business of the Company be changed to Suite 3604 - 05 One Exchange Square, 8 Connaught Place, Central, Hong Kong with effect from 13 March 2006.

As at the date hereof, the Board consists of six executive directors, namely Messrs. Kiyohisa Nanri, Sosuke Kawanishi, Osamu Nakano, Isao Matsushima, Ryutaro Okada and Kwok King Yan, Edmund and three independent non-executive directors, namely Ms. Hin Yat Ha, Ms. Chiu Ching, Katie and Mr. Sun Juyi.

By Order of the Board
**SIGNAL MEDIA AND COMMUNICATIONS
HOLDINGS LIMITED**
Isao Matsushima
Director

Hong Kong, 24 March 2006

"Please also refer to the published version of this announcement in the International Herald Tribune"