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新傳媒集團控股有限公司
New Media Group Holdings Limited
(Incorporated in Hong Kong with limited liability)
(Stock Code: 708)

CHANGE OF FINANCIAL YEAR END DATE
AND
CHANGE OF COMPANY SECRETARY

The Board announces that the financial year end date of the Company will be changed from 31 March to 30 June. Accordingly, the next financial year end date of the Company will be 30 June 2009.

The Board also announces that Ms. Fan Man Seung, Vanessa, who is also currently an executive director of the Company, resigned as company secretary of the Company and Ms. Liu Chui Ying has been appointed as company secretary of the Company with effect from 23 February 2009.

CHANGE OF FINANCIAL YEAR END DATE

The board of directors (the “Board”) of New Media Group Holdings Limited (the “Company”, which together with its subsidiaries, the “Group”) would like to announce that the financial year end date of the Company will be changed from 31 March to 30 June. Accordingly, the next financial year end date of the Company will be 30 June 2009 covering a 15-month period from 1 April 2008 to 30 June 2009.

Reasons for the change

The magazines published by the Group are all weekly magazines and by its nature, these magazines tend to provide a more sales driven, rather than image building, environment for advertisers to promote their products. The need for advertisers to adopt short term and spontaneous advertising planning and bookings has greatly intensified since the financial tsunami hit the global market. Due to seasonality factors, the second half of the year, July to December, is usually the major advertisement spending months, with actual planning commencing as late as April or May.

The Board considers that the change of financial year end date will enable the Company to project its business forecasts more accurately and realistically. The Company does not foresee that such change would result in any material financial and operational impact on the Company and the Board confirms that there is no other matter of significance which needs to be brought to the attention of the Shareholders in this regard.

Timetable for results announcements

The timetable for results announcements for the new financial year ending 30 June 2009 is as follows :

	Period covered	Deadline for results announcement and delivery of interim/annual report
1st Interim	6 months ended 30 September 2008	31 December 2008
2nd Interim	12 months ending 31 March 2009	30 June 2009
Final	15 months ending 30 June 2009	31 October 2009

The Company's annual general meeting for 2009 is expected to be held in November 2009 or December 2009 to approve the audited financial statements for the period from 1 April 2008 to 30 June 2009.

CHANGE OF COMPANY SECRETARY

The Board also announces that Ms. Fan Man Seung, Vanessa, who is also currently an executive director of the Company, resigned as company secretary of the Company and Ms. Liu Chui Ying has been appointed as company secretary of the Company with effect from 23 February 2009.

Ms. Liu is an associate member of both The Institute of Chartered Secretaries and Administrators in the United Kingdom and The Hong Kong Institute of Chartered Secretaries. She has over 10 years of experience in company secretarial field.

By Order of the Board
New Media Group Holdings Limited
Percy Hughes, Shirley
Chief Executive Officer

Hong Kong, 23 February 2009

As at the date of this announcement, the Board comprises :

Executive Directors: Ms. Percy Hughes, Shirley (Chief Executive Officer)
Mr. Lee Che Keung, Danny
Mr. Wong Chi Fai
Ms. Fan Man Seung, Vanessa

Independent Non-Executive Directors: Ms. Hui Wai Man, Shirley
Mr Tse Hin Lin, Arnold
Ms. Kwan Shin Luen, Susanna