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**CHINA DATA  
BROADCASTING**

## **China Data Broadcasting Holdings Limited**

**(中華數據廣播控股有限公司)\***

*(incorporated in Bermuda with limited liability)*

### **ANNOUNCEMENT**

The board of the directors (the “**Board**”) of China Data Broadcasting Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) have noted today’s increase in trading volume of the shares of the Company and wish to state that a North America based DVD distributor (the “**DVD Distributor**”) has recently approached the Company to discuss possible business cooperation opportunities and the DVD Distributor has also expressed its interest in taking an equity stake in the Company.

The discussion with the DVD Distributor is in a preliminary stage. No legally binding agreements have been entered into between the Group and the DVD Distributor. Nor has the kind of business cooperation between the Group and the DVD Distributor or the way of taking an equity stake in the Company by the DVD Distributor been agreed upon.

The Board also wishes to state that the substantial shareholder of the Company, Ultra Challenge Limited, has confirmed that it holds 171,900,000 shares of the Company (the “**Shares**”), representing 54.06% interests in the Company and has not disposed of its Shares since the listing of the Company on 24 January 2000.

Save for the above, the Board confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapters 19 to 20 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange (“**GEM Listing Rules**”), neither are the Board aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company as the aforesaid negotiations may or may not lead to any agreement being reached.**

**BY ORDER OF THE BOARD**  
**Professor Kou Jisong**  
*Chairman*

Hong Kong, 17 October 2002

*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. The directors of 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.*

*This announcement will appear on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcement” page for 7 days from the day of its posting thereon.*