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CHINA DATA BROADCASTING HOLDINGS LIMITED

(中華數據廣播控股有限公司)*

(incorporated in Bermuda with limited liability)

ANNOUNCEMENT

UNUSUAL DECREASE IN PRICE OF THE SHARES

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The board of the directors (the “**Board**”) of China Data Broadcasting Holdings Limited (the “**Company**”) noted the recent decrease in price of the shares of the Company (the “**Shares**”) and wishes to state that the Board is not aware of any reasons for such decrease save that, as stated in the announcements of the Company dated 23 December 2002, 17 February 2003, 18 February 2003, 4 March 2003 and 6 March 2003, there has been discussion between Apex Digital Inc. (“**Apex Digital**”) and Ultra Challenge Limited (“**Ultra Challenge**”) in respect of the intended transfer of the Shares held by Ultra Challenge to Apex Digital (the “**Proposal**”).

As at the date of this announcement, the aforesaid discussion is still in progress. There have been no further developments in relation to the Proposal since the Company’s announcement on 6 March 2003. In addition, no legally binding contract and/or agreement in relation to the Proposal has been entered into.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Shares as the Proposal may or may not materialise and the aforesaid discussion may or may not result in a change of control of the Company.

Save for the above, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapters 19 to 20 of the 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.

The Board will keep the shareholders and potential investors informed of the latest progress of the Proposal as and when appropriate and in accordance with the Takeovers Code and the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange (the “**GEM Listing Rules**”).

BY ORDER OF THE BOARD
Professor Kou Jisong
Chairman

Hong Kong, 11 March 2003

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.

** For identification purpose only*