

The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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

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 wish to state that the Board is not aware of any reasons for such decrease save that, as stated in the announcement of the Company dated 9 December 2003, the Company is negotiating with an associate of the Company’s substantial shareholder, Apex Digital, Inc., (the “**Connected Party**”) in respect of sales of parts and components of the digital versatile disc players and other consumer electronic products from the Group to the Connected Party and purchases of assembled products of the digital versatile disc players and other consumer electronic products from the Connected Party to the Group for trading purposes (the “**Transaction**”). As at the date of this announcement, the aforesaid discussion is still in preliminary stage and the Company may or may not enter into the Transaction and no legally binding contract and/or agreement in relation to the Transaction has been entered into.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Shares as the Transaction may or may not materialise.

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 Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange (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 Transaction as and when appropriate and in accordance with the GEM Listing Rules.

BY ORDER OF THE BOARD
David Ji Long Fen
Chairman

Hong Kong, 15 January 2004

* For identification purpose only

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 remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for at least 7 days from the date of its posting thereon.