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Media Partners International Holdings Inc.

媒體伯樂集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 8072

**RETIREMENT OF AN INDEPENDENT NON-EXECUTIVE DIRECTOR
APPOINTMENT OF AN INDEPENDENT NON-EXECUTIVE DIRECTOR**

Professor Lawrence Juen-Yee, Lau has retired as an independent non-executive director of the Company with effect from 30th April, 2004.

Mr. Philip Tit Hon, Hung has been appointed as an independent non-executive director of the Company with effect from 1st May, 2004.

The board of directors (the “Board”) of Media Partners International Holdings Inc. (the “Company”) announces that Professor Lawrence Juen Yee, Lau has retired as an independent non-executive director of the Company with effect from 30th April, 2004 for personal reasons. Professor Lawrence Juen Yee, Lau has confirmed that he has no disagreement with the Board and is not aware of any matters which need to be brought to the attention of the Company’s shareholders. The Board would like to take this opportunity to express its appreciation to Professor Lawrence Juen-Yee, Lau for his contributions to the Company during his term of office.

The Board further announces that Mr. Philip Tit Hon, Hung has been appointed as an independent non-executive director of the Company and a member of the Board’s audit committee with effect from 1st May, 2004.

Mr. Hung has been involved in and held senior management positions within the global fast moving consumer goods industry for over 26 years. Mr. Hung most recently held the position of President, Asia Group with the Gillette Company until 2001. Mr. Hung has not held any directorship in any listed companies in the last 3 years. Mr. Hung has not previously held any positions with the Company or its subsidiaries.

The proposed length of service of Mr. Hung with the Company will initially be for two years. Mr. Hung's related director's service fees, which are determined based on the market rate and his contribution in terms of time, effort and expertise on the Company's matters, are US\$18,000 per calendar year as specified in his service agreement with the Company dated 26th April, 2004. Mr. Hung does not have any relationships with any directors, senior management, management shareholders, substantial shareholders, or controlling shareholders of the Company. He has no interests in shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. The Board would like to confirm that there are no other matters that need to be brought to the attention of holders of securities of the Company.

As at the date hereof, the executive directors of the Company are Mr. George Ka Ki Chang, Ms. Winnie Pik Shan To and Mr. Tony Cheung Kin Au-Yeung; the non-executive director is Mr. Gerald Lokchung Chan; the independent non-executive directors are Mr. Meocre Kwok Wing Li and Mr. Paul Laurence Saffo.

By Order of the Board
Law Cheuk Kin, Stephen
Company Secretary

Hong Kong, 30th April, 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 GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors of the Company, having made all reasonable enquires, 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.

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