



MEDIA NATION
INC.

MediaNation Inc.

(the “Company”)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8160)

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The Board of Directors of the Company (the “Board”) hereby announces that Mr. Duck Young Song (“Mr. Song”) has been appointed as an independent non-executive Director of the Company with effect from 8 September 2004 until the next following annual general meeting of the Company.

Mr. Song, aged 60, is currently a partner of Gravitas Partnership, Ltd., a business consulting group specializing in Asian markets. Mr. Song is an experienced international executive with 20 years of multi-market operational experience in Asia and 13 years in advertising and marketing communication in the United States combined. For the past five years, Mr. Song was the chief executive officer and president of Philip Morris Asia, responsible for restructuring and expanding the firm’s business for the entire region except Japan. Prior to that, he was the chief executive officer of Philip Morris Korea for ten years where he successfully established the firm’s business operation from top to bottom.

Before relocating to Asia, Mr. Song spent 13 years in the advertising and marketing communication industry in the United States combined, with the last position as the president of Song Communications, a start-up Asian cable television programming venture founded by him in New York. He embarked on his career as an account executive with Ogilvy & Mather, Inc. in the United States.

Mr. Song graduated from the University of Illinois in 1968 with a bachelor of science degree in industrial management and received a master of business administration degree in marketing from Wharton Graduate Business School, University of Pennsylvania in 1969.

Mr. Song has no service contract with the Company and is not appointed for specific terms. An annual fee of HK\$100,000 on a pro-rata basis will be paid to Mr. Song as remuneration for his services rendered as an independent non-executive Director of the Company, which is determined based on the estimated time to be spent by him on the Company's matter.

Mr. Song does not have any relationships with any directors, senior management, management shareholders, substantial shareholders, or controlling shareholders of the Company. In addition, Mr. Song does not have any interests in shares of the Company within the meaning of Part XV of the Securities and Future Ordinance.

Mr. Song did not hold any directorships in listed public companies in the last three years.

Save for what are disclosed above, the Board is not aware of any other matters that need to be brought to the attention of the shareholders of the Company.

By Order of the Board
Yuen Kam Sun
Company Secretary

Hong Kong 8 September 2004

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

Executive Director

Mr. Chu Chung Hong, Francis

Non-Executive Directors

Mr. Sun Qiang, Chang

Mr. Cheung Leung Hong, Cliff

Ms. Ho Ming Yee

Mr. Cheng Cheung Lun, Julian

Independent Non-Executive Directors

Mr. Schöter, Johannes

Mr. Barry John Buttifant

Mr. Duck Young Song

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief:-

- (1) the information contained in this announcement is accurate and complete in all material respects and not misleading;*
- (2) there are no other matters the omission of which would make any statement in this announcement misleading; and,*
- (3) 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 “Latest Company Announcements” page of the GEM website for at least 7 days from the date of its posting.