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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)

NOTICE OF BOARD MEETING

The board of directors (the “Board”) of Media Partners International Holdings Inc. (the “Company”) hereby announces that a meeting of the Board will be held at 22/F., Hang Lung Centre, 2-20 Paterson Street, Causeway Bay, Hong Kong on 11th November, 2004 at 10:00 a.m. for the following purposes:

1. To consider and approve the unaudited consolidated accounts of the Company and its subsidiaries for the nine months period ended 30th September, 2004 (“Quarterly Results”) and approve the draft announcement in respect of the Quarterly Results to be published on the GEM website;
2. To consider the payment of dividend, if any;
3. To consider the closure of the Register of Members, if necessary; and
4. To transact any other business.

By Order of the Board
Stephen Cheuk Kin Law
Company Secretary

Hong Kong, 29th October, 2004

**For identification only*

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, Mr. Paul Laurence Saffo and Mr. Philip Tit Hon Hung.

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 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.

This announcement will remain on the “Latest Company Announcements” page of the GEM website for 7 days from the date of its posting.