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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**

**APPOINTMENT OF AN INDEPENDENT NON-EXECUTIVE DIRECTOR, VICE  
CHAIRMAN AND NEW CHIEF EXECUTIVE OFFICER**

The Board announces the following appointments (all effective 1<sup>st</sup> July, 2005):-

1. Mr. Francis Wen-Hou Chen has been appointed as an independent non-executive director of the Company.
2. Ms. Winnie Pik-Shan To has been appointed to the senior office of vice chairman (whilst continuing to serve the Company as an executive director).
3. Mr. Leo Wing-Fat Lui has been appointed as the Company's new chief executive officer to succeed Ms. To.

The board of directors (the "Board") of Media Partners International Holdings Inc. (the "Company") announces the following appointments (all effective 1<sup>st</sup> July, 2005): (i) Mr. Francis Wen-Hou Chen has been appointed as an independent non-executive director; (ii) Ms. Winnie Pik-Shan To has been appointed to the senior office of vice chairman (whilst continuing to serve the Company as an executive director); and (iii) Mr. Leo Wing-Fat Lui has been appointed as the Company's new chief executive officer to succeed Ms. To.

## **APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR**

Mr. Francis Wen-Hou Chen, aged 56, is appointed as independent non-executive director of the Company. Mr. Chen is a co-founder and chairman of Pacific Advantage International, a sales, marketing and technical support organization that assists U.S. and European high-tech companies to establish sales and distribution channels in Asia. Mr. Chen is also a co-founder and board member of Antara Systems that provides a software platform that optimizes online advertising. Mr. Chen serves as board member and President of International Operations at Velocity Services, a leader in the provision of affinity-based Internet access and web-mail services to some of the world's leading brands. Mr. Chen has more than twenty years of senior management experience in the healthcare industry (Becton-Dickinson, Baxter, Hygeia Sciences/Tambrands).

Mr. Chen has also been an active board member of several civic, cultural and educational organizations, such as the Macula Foundation, the Burnham Institute, Groton School, and San Francisco Opera Association.

Mr. Chen holds a Ph.D. in immunology from Harvard University. Mr. Chen also holds a M.S. and B.S. in chemistry from Tufts University.

Mr. Chen has not held any directorship in any listed companies in the last 3 years. Mr. Chen has not previously held any positions with the Company or its subsidiaries.

The proposed length of service of Mr. Chen with the Company will initially be for two years. Mr. Chen'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. Mr. Chen does not have any relationships with any directors, senior management, management shareholders, substantial shareholders, or controlling shareholders of the Company. He does not have any interests in shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, 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.

## **APPOINTMENT OF VICE CHAIRMAN**

The Board announces that Ms. Winnie Pik-Shan To has been appointed to the senior office of vice chairman (whilst continuing to serve the Company as an executive director).

The Board would like to take this opportunity to express its appreciation to Ms. To for her dedication and contribution to the Company throughout her tenure as chief executive officer and looks forward to receiving her able counsel in her new role.

## **APPOINTMENT OF NEW CHIEF EXECUTIVE OFFICER**

The Board has appointed Mr. Leo Wing-Fat Lui as the Company's new chief executive officer to succeed Ms. To.

Mr. Lui was most recently the chief executive officer of Yue-Sai Kan Cosmetics Ltd. Mr. Lui has over 23 years of experience in sales, marketing and business development, having held senior management positions in various multinational corporate groups such as LVMH Group, Remy Nicolas Fine Wines and Spirits and L'Oreal Group.

The Board believes that Mr. Lui brings to the Company proven professional experience in sales, marketing and business development which make Mr. Lui an appropriate choice as the Company's new chief executive officer.

Mr. Lui holds a Bachelor's degree in Business Administration from the Chinese University of Hong Kong and a Master's degree in Business Administration from HEC, France.

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

Hong Kong, 29<sup>th</sup> June, 2005

*\*For identification purpose 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. Philip Tit Hon Hung, Mr. Meocre Kwok Wing Li and Mr. Paul Laurence Saffo.*

*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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