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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)

ANNOUNCEMENT

- The directors (the "Directors") of Media Partners International Holdings Inc. (the "Company") noted yesterday's increase in the price and trading volume of the shares of the Company.
- The controlling shareholder has been approached for a possible sale of all or part of its securities in the Company. **A sale may or may not be proceeded with.**
- **Investors are advised to exercise caution when dealing in the securities of the Company.**

This announcement is made pursuant to Rule 17.11 at the request of The Stock Exchange of Hong Kong Limited ("the Stock Exchange") and Rule 3.2 of The Codes on Takeovers and Mergers and Share Repurchases ("the Takeovers Code").

The Directors have noted yesterday's increase in the price and trading volume of the shares of the Company. The Directors have been informed by the controlling shareholder of the Company, Morningside CyberVentures Holdings Limited ("MSCV"), that MSCV has been approached by an independent third party for a possible sale of all or part of its securities of the Company. **A sale may or may not be proceeded with.**

MSCV is the controlling shareholder currently holding approximately 73.38% shareholding interest in the Company. MSCV is also the holder of a convertible bond in the principal sum of HK\$85,000,000 issued by the Company on 31 December 2004.

If the possible purchaser acquires 30% or more of the shares in the Company, it will be required to make a general offer under The Takeovers Code.

Save for what is disclosed in the announcement, the Directors also confirm 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 is the board of directors of the Company ("the Board") aware of any matter discloseable under general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

Investors are advised to exercise caution when dealing in the securities of the Company.

At the request of the Company, trading in the shares of the Company was suspended with effect from 9:30 a.m. on Tuesday, 13 September 2005 pending this announcement. The Company has made application to the Stock Exchange for resumption in trading of its shares from 9:30 a.m. on Wednesday, 14 September 2005.

Made by the order of the Board of the Company, the directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board
Stephen Cheuk Kin Law
Company Secretary

Hong Kong, 13 September 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. Francis Wen-hou Chen, Mr. Philip Tit Hon Hung, Mr. Meocre Kwok Wing Li and Mr. Paul Laurence Saffo.

This announcement, for which the directors of Media Partners International Holdings Inc. ("the Company") collectively and individually accept full responsibility, includes particulars given in compliance with Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited ("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 "Latest Company Announcements" page of the GEM website for 7 days from the day of its posting.