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## **PERCEPTION DIGITAL HOLDINGS LIMITED**

### **幻音數碼控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8248)**

#### **RE-DESIGNATION OF DIRECTOR**

The Board announces that Prof. Tsui will be re-designated from an executive director to a non-executive director of the Company with effect from 10 March 2010.

The board of directors (the “**Board**”) of Perception Digital Holdings Limited (the “**Company**”) announces that Prof. Tsui Chi Ying (“**Prof. Tsui**”), previously an executive director of the Company, has been re-designated as a non-executive director of the Company with effect from 10 March 2010.

Prof. Tsui, aged 49, was one of the founders of the Company and its subsidiaries (the “**Group**”) and appointed as an executive director of the Company on 18 September 2009. He received his Bachelor’s degree in Electrical Engineering from the University of Hong Kong in 1982 and Doctorate degree in Computer Engineering from the University of Southern California in 1994. He joined the Department of Electrical and Electronic Engineering, HKUST in 1994 and is currently an Associate Professor in the department. Prof. Tsui has received various awards including Best Paper awards from IEEE Transactions on VLSI Systems, IEEE International Symposium on Circuits and Systems and IEEE International Symposium on Low Power Electronics and Design. He has served on the editor board of Integration, the International VLSI Journal. He has also served on the technical program committees of many international conferences and symposiums, including Design Automation Conference, International Symposium on Low Power Electronics and Design, Asia and South Pacific Design Automation Conference and the IEEE, VLSI Symposium. He is the holder of 6 registered patents in the United States of America.

Prof. Tsui also holds directorships in certain subsidiaries of the Group, namely Perception Digital Technology (BVI) Ltd., Perception Digital Limited, PD Trading (Hong Kong) Limited, Perception Digital Technology (Shenzhen) Limited and IWC Digital Limited. Save as disclosed above, Prof. Tsui does not hold any other position in the Company or any of its subsidiaries and has not held any directorship in any other listed public company during the last three years.

Prof. Tsui is the spouse of Ms. Cheung Wai Hing, Barbara, who is one of the controlling shareholders of the Company, as defined in the prospectus of the Company dated 4 December 2009. Save as disclosed above, Prof. Tsui does not have any relationship with any directors, senior management, management shareholders, substantial shareholders or controlling shareholders of the Company. As at the date of this announcement, Prof. Tsui has interests in 11,903,210 shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Prof. Tsui has entered into a service contract with the Company for a term of three years commencing on 16 December 2009, which will remain unchanged after the re-designation, subject to renewal by agreement for one or more consecutive terms of three years. His term of office is also subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the Articles of Association of the Company. Subsequent to the re-designation of directorship, his remuneration will be adjusted from HK\$240,000 per annum to HK\$180,000 per annum which was determined with reference to his duties and responsibilities with the Company and the prevailing market conditions.

Save as disclosed above, there are no other matters concerning Prof. Tsui that need to be brought to the attention of the shareholders of the Company nor any information to be disclosed pursuant to Rule 17.50(2) of the Rules Governing the Listing of Securities on the Growth Enterprise Market (“GEM”) of the Stock Exchange of Hong Kong Limited.

By order of the Board  
**Perception Digital Holdings Limited**  
**Dr. Jack Lau**  
*Chairman and Executive Director*

Hong Kong, 10 March 2010

*As at the date of this announcement, the executive Directors are Dr. Lau Jack and Mr. Chui Shing Yip, Jeff; the non-executive Directors are Prof. Cheng Shu Kwan, Roger and Prof. Tsui Chi Ying; and the independent non-executive Directors are Prof. Chu Ching Wu, Paul, Dr. Lam Lee Kiu-yue, Alice Piera, Dr. Wu Po Him, Philip and Mr. Shu Wa Tung, Laurence.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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.*

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