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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)

APPOINTMENT AND RESIGNATION OF EXECUTIVE DIRECTOR

The Board announces that Mr. Tao has been appointed as an Executive Director with effect from 13 October 2010 and Mr. Chui has tendered his resignation as an Executive Director with effect from 13 October 2010.

APPOINTMENT OF DIRECTOR

The board (the “**Board**”) of directors (the “**Director(s)**”) of Perception Digital Holdings Limited (the “**Company**” or together with its subsidiaries the “**Group**”) is pleased to announce that, with effect from 13 October 2010, Mr. Tao Hong Ming (“**Mr. Tao**”) has been appointed as an Executive Director of the Company.

Mr. Tao, aged 43, was born in 1967 and graduated from the Hong Kong Polytechnic University in 1990 with a Bachelor’s degree in Electronic Engineering. He has over 19 years of working experience in engineering, sales and marketing, project management and operation in electronics business. He was with our Group from July 2001 to March 2007 before he left to join Shenzhen Sangfei Consumer Communications Co., Ltd. as Director of Business Line Management in August 2007. He later rejoined our Group in June 2008. He previously worked as a Business Development Manager at VTech Communications Limited responsible for business development and project management of contract manufacturing business. Mr. Tao is also a Senior Vice President of the Group and is responsible for sales and marketing, project management and operation.

Mr. Tao has not held any directorship in any other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the three years prior to the date of this announcement.

Mr. Tao has entered into a director's service contract with the Company for a term of three years. He will not receive any director's fee as he receives an annual remuneration of HK\$1,440,000 and is entitled to a discretionary bonus for acting as the Senior Vice President of Perception Digital Limited, an indirect wholly-owned subsidiary of the Company. Pursuant to the Articles of Association of the Company, Mr. Tao will hold office until the forthcoming annual general meeting of the Company and be subject to rotation requirements and re-election. Save as disclosed herein, Mr. Tao does not hold any other positions with the Company or any subsidiaries of the Company at the date hereof.

Mr. Tao is not connected with any directors, senior management, substantial shareholder or controlling shareholder (as defined in the Rules Governing the Listing of Securities on The Growth Enterprise Market of The Stock Exchange of Hong Kong Limited ("**GEM Listing Rules**") of the Company. Save for the 1,000,000 share options of the Company granted to Mr. Tao on 26 March 2010 and 300,000 shares of the Company held by Mr. Tao, he does not have any other interests in the shares of the Company which is required to be disclosed under Part XV of the Securities and Futures Ordinance.

Save as disclosed herein, there is no information to be disclosed pursuant to paragraphs (h) to (v) of Rule 17.50(2) of the GEM Listing Rules relating to the appointment of Mr. Tao and there is no other matter that needs to be brought to the attention of the shareholders of the Company.

RESIGNATION OF DIRECTOR

The Board also announces that Mr. Chui Shing Yip, Jeff ("**Mr. Chui**") has tendered his resignation as an Executive Director of the Company as he has to devote more time to his personal business affairs, with effect from 13 October 2010.

Mr. Chui confirmed that he has no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company and The Stock Exchange of Hong Kong Limited.

GENERAL INFORMATION

The Board would like to extend a warm welcome to Mr. Tao in joining the Board and take this opportunity to express its gratitude and appreciation to Mr. Chui for his valuable contribution to the Company during his tenure of directorship.

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

Hong Kong, 12 October 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, Roger Shu Kwan and Prof. Tsui, Chi Ying; and the independent non-executive Directors are Dr. Lam Lee, Kiu Yue Alice Piera, Prof. Chin, Tai Hong Roland 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 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 the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication and on the Company’s website at www.perceptiondigital.com.