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SING PAO MEDIA ENTERPRISES LIMITED

成報傳媒集團有限公司*

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8010)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Jin Zu Lu has been appointed as an executive director of the Company with effect from 22 April 2014.

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Sing Pao Media Enterprises Limited (the “**Company**”) is pleased to announce that Mr. Jin Zu Lu (“**Mr. Jin**”) has been appointed as an executive director of the Company with effect from 22 April 2014.

Mr. Jin, aged 55, graduated from China University of Geosciences in 2005. Mr. Jin has been working in various non-profit making associations for a long time and currently, Mr. Jin is the vice general manager of an art trade center in Hong Kong.

Mr. Jin has not entered into any service contract with the Company and is not appointed for any specific term of service with the Company. He will hold office until the next general meeting of the Company and thereafter will be 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 and the Rules Governing the Listing of Securities on The Growth Enterprise Market of the Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”). Mr. Jin’s emolument for acting as an executive director of the Company will be determined by the Board according to his duties in the Company and the market benchmark. Should there be any contract made between Mr. Jin with the Company in relation to their emoluments for acting as an executive director in the future, further disclosure will be made by the Company accordingly.

As at the date of this announcement, save as disclosed above, to the best of knowledge, information and belief of the Board having made reasonable enquiry, (i) Mr. Jin has not been a director of any other listed company in Hong Kong or overseas in the past 3 years, and had no prior relationship, business or otherwise, with the Company and its subsidiaries (the “**Group**”); (ii) Mr. Jin has no relationship with any members of the Board, senior management, management shareholders, substantial shareholders or controlling shareholders of the Company (as respectively defined in the GEM Listing Rules; (iii) Mr. Jin does not have or is not deemed to have interests in any shares or underlying shares of the Company (within the meaning of Part XV of the Securities and Futures Ordinance); and (iv) Mr. Jin does not have any other major appointments and professional qualifications.

As at the date of this announcement, save as disclosed herein, to the best of knowledge, information and belief of the Board having made reasonable enquiry, the Company considers that there is no other information relating the appointment of Mr. Jin as executive director of the Company that is required to be disclosed under Rule 17.50(2)(h) to (v) of the GEM Listing Rules, nor any other matters that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its welcome to Mr. Jin for joining the Company.

CONTINUED SUSPENSION OF TRADING IN THE SHARES

Suspension in the trading of the shares of the Company since 28 April 2005 will continue until the Company submits a viable resumption proposal cleared with The Stock Exchange of Hong Kong Limited.

By order of the Board of
Sing Pao Media Enterprises Limited
Chong Cha Hwa
Chairman

Hong Kong, 22 April 2014

As at the date of this announcement, the Board comprises twelve directors of which six are executive directors, namely, Messrs. Chong Cha Hwa, Ma Shui Cheong, Zheng Jian Peng, Murphy Kevin Michael, Hwa Guo Wai, Godwin and Jin Zu Lu; and six are independent non-executive directors, namely Mr. Cheng Wai Hei, Mr. Cheung Ning, Mr. Kong Tze Wing, Mr. Du Jian Jun, Ms. Meng Xiao Ying and Mr. Wong Wai Kwok.

This announcement, for which the directors of the Company 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 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 is available for reference on the Company's website at <http://www.singpao.com> and will remain on the "Latest Company Announcements" page of the Growth Enterprise Market of the Stock Exchange of Hong Kong Limited website at <http://www.hkgem.com> for at least 7 days from the date of its publication.

** For identification purpose only*