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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)

NOTICE OF BOARD MEETING

The board of directors (the “**Board**”) of Sing Pao Media Enterprises Limited (the “**Company**”) hereby announces that a meeting of the Board will be held at 8/F., United Overseas Plaza, 11 Lai Yip Street, Kwun Tong, Kowloon, Hong Kong at 3:00 p.m. on 13 February 2015 (Friday) for the following purposes:

1. To consider and approve the unaudited consolidated financial statements of the Company and its subsidiaries (the “**Group**”) for the nine months ended 31 December 2014 (the “**Quarterly Results**”);
2. To consider and approve the announcement of the Quarterly Results to be published on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (“**GEM**”) website and Company website;
3. To consider the declaration of dividend, if any; and
4. To transact any other business.

* *For identification purpose only*

SUSPENSION OF TRADING

Trading in the shares of the Company has been suspended since 28 April 2005 and will remain suspended until further notice.

By Order of the Board
Sing Pao Media Enterprises Limited
Gu Zhuoheng
Chairman

Hong Kong, 4 February 2015

As at the date of this announcement, the Board comprises twelve directors of which eight are executive directors, namely, Mr. Gu Zhuoheng, Mr. Ma Shui Cheong, Mr. Jin Zu Lu, Mr. Murphy Kevin Michael, Mr. Hwa Guo Wai, Godwin, Mr. Du Jian Jun, Ms. Meng Xiao Ying, and Ms. Kwan Sharon; and four are independent non-executive directors, namely, Mr. Kong Tze Wing, Mr. Cheung Ning, Mr. Wong Wai Kwok and Mr. Leung King Pak.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM 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 GEM website at <http://www.hkgem.com> for at least 7 days from the date of its publication.