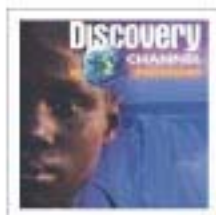
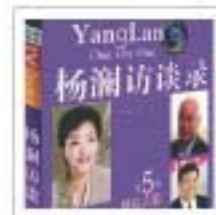


TO EDUCATE THROUGH ENTERTAINMENT
AND TO ILLUMINATE THROUGH INFORMATION

以娛樂傳播教育 藉資訊照亮生活



PROFILES OF DIRECTORS AND SENIOR MANAGEMENT

董事及 高級管理人員簡介

陽光文化

EXECUTIVE DIRECTORS

Ms. Yang Lan, aged 34, joined the Board in March 2000 as the Chairperson and Executive Director. She received her bachelor degree in English Language & Literature from Beijing Foreign Studies University and a master degree in International Affairs from School of International and Public Affairs, Columbia University in New York. She was formerly executive producer of Phoenix Satellite Television in Hong Kong. She has over 12 years' experience as television journalist and talk show host. Ms. Yang served as a Goodwill Ambassador for Beijing's bidding for 2008 Olympic Games and one of the speakers in the final presentation to the IOC in Moscow where Beijing won the bidding. She has been honored with many awards including "Best Ten IT Personalities", "Best Ten Entrepreneurs of 2001" and "Women of the Year 2001". She was named as one of the "Leaders in Society and Culture in Asia" and "Movers and Shapers of the 21st Century of China" by Asiaweek in 1999 and 2001 respectively. Ms. Yang is also the vice-chairman of the board of Sun Stone Media Group Ltd., which holds significant interest in SINA.com, the global No.1 Chinese web portal site, Sun Media Group, and Stone Broadband Group. She is the spouse of Dr. Wu Zheng, Bruno, Group Chief Executive Officer of Sun Media Group.

Mr. Duan Yongji, aged 54, joined the Board in September 2001 as Executive Director and appointed as Vice Chairman in November 2001. Mr. Duan has served as the director of Stone Group Corporation since February 1991 and is now the chairman of Stone Group Corporation and Stone Electronic Technology Limited. Mr. Duan is the director of SINA.com since August 1997. Mr. Duan holds a M.S. in Aeronautics Materials from Beijing Aeronautic College and a B.S. from Qinghua University.

執行董事

楊瀾女士，現年三十四歲，於二零零零年三月加入董事會為主席兼執行董事。彼在北京外國語大學取得英語學士學位，並在紐約哥倫比亞大學國際及公共事務學院取得國際事務學碩士學位。彼前為香港鳳凰衛星電視之執行製片人，於電視新聞記者及訪談節目主持方面具有逾十二年經驗。二零零一年，彼出任北京申辦二零零八年奧運會的形象大使。同年七月，在莫斯科國際奧委會第112次會議上代表北京作申奧的文化主題陳述。彼曾連續兩年當選中國「十大IT風雲人物」，並被推選為二零零一年度海內外十位有影響力的「《中國婦女》時代人物」之一。彼曾於一九九九年和二零零一年被《Asiaweek》評選為「亞洲二十位社會與文化領袖」之一和「能推動中國前進、重塑中國形象的十二位代表人物」之一。彼亦為陽光四通媒體集團有限公司集團董事會副主席。該集團擁有全球最大的中文門戶網站新浪網、陽光文化媒體集團以及四通新媒體公司的重要股權。彼為集團行政總裁吳征博士之配偶。

段永基先生，現年五十四歲，於二零零一年九月加入董事會為執行董事及於二零零一年十一月獲委任為副主席。彼於一九九一年二月為四通集團董事長，並為現任四通集團及四通電子技術有限公司之主席。彼於一九九七年八月至今為新浪網董事。彼持有中國北京航空學院航空物料碩士學位及中國北京清華大學學士學位。

Dr. Wu Zheng, Bruno, aged 35, is the Executive Director and Group Chief Executive Officer of the Group. He is responsible for the Group's strategic planning and business direction. Dr. Wu received his Diploma of Studies in French civilization from the University of Savoie, France in 1987. He graduated with a Bachelor of Science in Business Administration-Finance from Culver-Stockton College in Missouri, USA in December 1990 and the degree was awarded in 1991. He received his Master of Arts in International Affairs degree from Washington University, USA in 1993 and a Ph.D. in the International Politics Department of College of Law, Fudan University, Shanghai, China in 2001. He was the chief operating officer of Asia Television Limited ("ATV"), Hong Kong from June 1998 to February 1999. During his tenure at ATV, Dr. Wu drastically improved ATV's performance in its ratings and financial standings. Dr. Wu is also a member of both the International Council and the Foundation of National Academy of Television, Arts & Sciences, USA, the organization that issues the International Emmy Award every year. Dr. Wu is a member of the international board of Museum of Television & Radio in New York & Los Angeles. Dr. Wu received the "Super Media Star Award" issued by "Hong Kong - Macau Distinguished Person's Society" in October 1998. Dr. Wu is also the group chief executive officer of Sun Stone Media Group Ltd., which holds significant interest in SINA.com, the global No.1 Chinese web portal site, Sun Media Group, and Stone Broadband Group.

Mr. Chen Xiaotao, aged 44, joined the Board in January 2002 as Executive Director and appointed as Group President and Group Chief Operating Officer in April 2002. Mr. Chen is also the president and chief operating officer of Stone Electronic Technology Limited, a listed company in Hong Kong, and responsible for its business management.

吳征博士，現年三十五歲，彼為陽光文化媒體集團之執行董事及集團行政總裁。彼負責本集團之策略性籌劃及業務方針。一九八七年，吳博士在法國薩伏大學法國語言文學學院獲「法國文明學習文憑」之後，於一九九零年十二月畢業於美國密蘇里州卡爾文·斯多克頓學院，並於一九九一年被授予該學院工商管理學士學位。隨後，於一九九三年獲取美國華盛頓大學國際關係文學碩士學位。二零零一年，吳博士獲得中國上海復旦大學法學院國際政治關係法學博士學位。彼於一九九八年六月至一九九九年二月期間曾任香港亞洲電視有限公司（「亞洲電視」）營運總裁。在亞洲電視任職期間，吳博士大大改善了亞洲電視在收視率及財政狀況之表現。吳博士亦為美國國家電視藝術與科學學院基金會成員以及該基金會國際董事會董事。每年一度的「國際艾美獎」就是由該機構組織和頒發的。吳博士同時還是在紐約和洛杉磯的美國廣播電視博物館國際董事會成員。吳博士一九九八年十月獲得由「香港—澳門傑出人士評選委員會」頒發的「傑出傳媒之星」獎。彼亦是現任陽光四通媒體集團有限公司集團行政總裁。該集團擁有全球最大的中文門戶網站新浪網、陽光文化媒體集團以及四通新媒體公司的重要股權。

陳曉濤先生，現年四十四歲，於二零零二年一月加入董事會為執行董事，同年四月委任為集團總裁及集團營運總裁。彼同時為香港上市公司四通電子技術有限公司之總裁及營運總監，負責旗下集團之業務管理。

PROFILES OF DIRECTORS AND SENIOR MANAGEMENT

董事及 高級管理人員簡介

陽光文化

Mr. Chao Guowei, Charles, aged 36, joined the Board in September 2001 as Executive Director. Mr. Chao has served as vice president - finance in September 1999 and appointed as the chief financial officer of SINA.com since February 2001. Mr. Chao served as an experienced audit manager at PricewaterhouseCoopers, LLP, from October 1995 to September 1999. Mr. Chao holds a Master of Professional Accounting degree from University of Texas at Austin, an M.A. in Journalism from University of Oklahoma and a B.A. in Journalism from Fudan University in Shanghai, China.

Mr. Chen Han Yuan, aged 65, joined the Board in May 2001 as Executive Director. Mr. Chen joined the Group in 2000 and was appointed as Deputy Chief Executive Officer and Controller - Programme, Production & Creative in June 2001. Mr. Chen is one of the most respected television programme producers in the PRC with over 40 years' experience in television production and management. He was formerly vice president of China Central Television and deputy chief executive of China TV Drama Production Centre. The excellent documentary programmes, such as "The Yangtze River" and "The Odyssey of the Great Wall", were produced by him and have won great recognition in the PRC. Currently, Mr. Chen is the vice-chairman, Committee for Promotion of Film and TV Literature, Chinese Writers' Association and the president of Documentary Academic Association of China. Mr. Chen is responsible for overseeing the Group's programme production in the PRC.

曹國偉先生，現年三十六歲，於二零零一年九月加入董事會為執行董事。彼於一九九九年九月擔任新浪網財務副總裁，並於二零零一年二月至今獲委任為新浪網首席財務長。彼於一九九五年十月至一九九九年九月期間曾在普華永道公司擔任資深審計經理。彼持有德州奧斯汀大學商業管理學院財務專業碩士學位、美國奧克拉荷馬大學新聞學碩士學位及中國上海復旦大學新聞系學士學位。

陳漢元先生，現年六十五歲，於二零零一年五月加入董事會為執行董事。彼於二零零零年加盟本集團並於二零零一年六月獲委任為副行政總裁兼節目、製作及創意總裁。彼乃國內傑出之電視人，並擁有超過四十年電視製作及管理的經驗。彼前為中國中央電視台之副台長兼中國電視劇製作中心常務副主任。彼曾策劃並製作眾多深受歡迎的紀錄片，例如「話說長江」及「望長城」等都是傳頌一時的紀錄片。彼現為中國作家協會影視文學委員會副主任，及中國紀錄片學術委員會會長。彼負責本集團於國內節目製作統籌。

Mr. Mao Daolin, aged 38, joined the Board in September 2001 as Executive Director. He served as a director of SRS International, the predecessor of SINA.com, in October 1997. He joined SINA.com as chief operating officer in March 1999, and appointed as the chief executive officer and a director of the board since June 2001. Mr. Mao was vice president of Walden International Investment Group, a venture capital firm, from February 1994 to March 1999. Mr. Mao holds a M.S. in Engineering Economic Systems from Stanford University and a B.S. in Computer Science from Jiaotong University in Shanghai, China.

INDEPENDENT NON-EXECUTIVE DIRECTORS

Mr. Yan Tat Wah, Joseph, aged 37, joined the Board in 1998 as an Independent Non-executive Director. He is a fellow member of the Association of Chartered Certified Accountants and a fellow member of the Hong Kong Society of Accountants. He is also a fellow member of the Taxation Institute of Hong Kong. He is a senior partner and founder of the accounting firm Messrs. Li, Ko & Yan, Certified Public Accountants.

Mr. Yuen Kon Ming, Jason, aged 38, joined the Board in 1996 as an Independent Non-executive Director. He holds a Bachelor's Degree in Financial Management and Management Information System. He has rich experience in system planning, operation control and project management.

茅道臨先生，現年三十八歲，於二零零一年九月加入董事會為執行董事。彼於一九九七年十月任新浪網前身四通利方公司董事，於一九九九年三月獲委任為新浪網營運總裁，及於二零零一年六月至今獲委任為董事及行政總裁。彼於一九九四年二月至一九九九年三月期間曾任著名國際風險投資公司華登國際投資集團副總裁。彼持有史丹福大學工程經濟系統碩士及中國上海交通大學電腦系學士學位。

獨立非執行董事

甄達華先生，現年三十七歲，於一九九八年加入董事會為獨立非執行董事。彼為英國特許會計師公會及香港會計師公會之資深會員，亦為香港稅務學會之資深會員。彼乃李高甄會計師事務所之高級合夥人兼創辦人。

袁幹明先生，現年三十八歲，於一九九六年加入董事會為獨立非執行董事。彼持有財務管理及管理資訊系統系學士學位，具有豐富之系統籌劃、操作控制及工程項目管理經驗。

PROFILES OF DIRECTORS AND SENIOR MANAGEMENT

董事及
高級管理人員簡介

陽光文化

SENIOR MANAGEMENT

Mr. John Zongyang Li, aged 47, joined the Group in June 2002 as Group Deputy Chief Executive Officer. Mr. Li holds a Bachelor degree in Economics from Peking University and a Master of Business Administration Degree from Middlesex University Business School in London. He is a founding member of the Society of Hong Kong Economy in Beijing. Mr. Li's financial and management prowess stems from his rich and versatile background in the financial and business environment in the Asia Pacific region. Before joining the Group, Mr. Li worked for ten years with a leading investment management firm in London, Framlington Investment Management Limited, where he was a senior fund manager and the head of the Asia Pacific region.

Mr. Pao Wan Lung, aged 52, Director of Sun Television Cybernetworks Enterprise Limited. Mr Pao is a seasoned journalist and TV producer who has served the Hong Kong mass media for over a quarter of a century. His extensive experiences in TV news operations and media management had been gained from a combined service of 20 years at the newsrooms of the 2 terrestrial broadcasters, ATV and TVB during the 70s, 80s and 90s. Since 1991, Mr. Pao expanded his career scope by venturing into satellite news channel, as well as the application and development of multi media content production.

高級管理人員

李宗揚先生，現年四十七歲，於二零零二年六月加盟本集團出任集團副行政總裁。李先生持有北京大學經濟學士學位及倫敦墨德薩斯大學商學院之工商管理碩士學位，並為北京的香港經濟學會創會會員之一。李先生在亞太地區財務及營商環境累積豐富經驗，具備卓越財務及管理才能。在加盟本集團前，彼曾服務於一間具領導地位的倫敦投資管理公司弗萊姆靈頓投資管理公司達十年，出任高級基金經理及亞太地區主管。

包雲龍先生，現年五十二歲，陽光文化網絡電視企業有限公司董事。包先生服務於香港印刷及電子傳播媒介逾二十五年，為資深新聞工作者及電視製作人。曾分別服務於無線電視及亞洲電視新聞部，累積超過二十年新聞採訪及媒介管理經驗。一九九一年起，彼繼續從事電視傳媒工作其中包括營運衛星新聞頻道及從事多媒體內容製作及應用。

Mr. Wu Bing, Benjamin, aged 34, joined the Group in April 2001, currently served as Deputy Chief Executive Officer and President of Marketing and Sales. Mr. Wu has substantial experience in marketing, sales and overseas management, and was previously the chief representative and managing director for China with Scientific-Atlanta Inc., a former US Fortune 500 Enterprise and a leading broadband transmission equipment manufacturer in the world. Mr. Wu is responsible for overseeing the satellite television group's advertising sales operations, corporate planning and general administration. He is the brother of Dr. Wu Zheng, Bruno, Group Chief Executive Officer of the Group.

Mr. Xu Zhong Min, aged 36, joined the Group in June 2002, currently served as Chief Executive Officer of Sun Media Publishing Group, which consists of Beijing Jingwen Multi-media Education Co. Ltd. and Beijing Jingwen Record Company Limited, which is one of the largest record companies in the PRC. Mr. Xu has been engaged in the audio-visual business since 1985. He participated in a wide variety of related business operations, including artiste imaging, audio-visual production, distribution and retail.

吳彬先生，現年三十四歲，於二零零一年四月加盟本集團，現任副行政總裁及市場推廣及銷售總裁。吳先生在市場推廣、銷售及海外業務管理方面具備豐富經驗，曾出任 Scientific-Atlanta Inc. 的首席代表及中國業務部總經理。Scientific-Atlanta Inc. 曾為美國財富雜誌五百強企業之一，並為全球領導寬頻傳送設備製造商。吳先生專責處理衛星電視集團之廣告銷售業務、企業計劃及整體管理工作。吳先生為本集團之集團行政總裁吳征博士之胞弟。

許鐘民先生，現年三十六歲，於二零零二年六月加盟本集團出任陽光文化出版集團之行政總裁。陽光文化出版集團旗下包括中國最大型唱片公司之一北京京文唱片有限公司及北京京文多媒體教育有限公司。許先生自一九八五年起從事影音業務，曾參與不同種類的相關業務，包括藝人形象、影音製作、分銷及零售。