SHANGHAI ALLIED CEMENT LIMITED
上海聯合水泥股份有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1060)

ANNOUNCEMENT OF INTERIM RESULTS FOR THE SIX MONTHS ENDED 30TH JUNE, 2009

The board of directors (the "Board") of Shanghai Allied Cement Limited (the "Company") announces that the unaudited consolidated results of the Company and its subsidiaries (collectively the "Group") for the six months ended 30th June, 2009 were as follows:

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

		Six months ended 30th June,	
		2009	2008
	Notes	***HK$'000***	*HK$'000*
		(unaudited)	(unaudited)
Continuing operation:			
Turnover	*3*	**247,019**	242,320
Cost of sales		**(225,307)**	(227,908)
Gross profit		**21,712**	14,412
Other income		**21,536**	18,980
Bad and doubtful debts recovered		**343**	2,457
Distribution costs		**(3,190)**	(4,088)
Administrative expenses		**(20,566)**	(18,159)
Impairment loss recognised on a disposal group classified as held for sale		**(206,897)**	–
Finance costs	*4*	**(25,631)**	(43,155)
Loss before taxation		**(212,693)**	(29,553)
Taxation credit (charge)	*5*	**3,107**	(259)
Loss from continuing operation		**(209,586)**	(29,812)
Discontinued operation:			
Loss for the period from discontinued operation		**–**	(119)
Loss for the period	*6*	**(209,586)**	(29,931)

* *For identification purposes only*

	Notes	Six months ended 30th June, 2009 HK$'000 (unaudited)	2008 HK$'000 (unaudited)
Other comprehensive income for the period:			
Exchange difference arising on translation to presentation currency		**–**	31,164
Total comprehensive income and expense for the period		**(209,586)**	1,233
Loss for the period attributable to:			
Owners of the Company		**(211,586)**	(30,357)
Minority interests		**2,000**	426
		(209,586)	(29,931)
Total comprehensive income and expense attributable to:			
Owners of the Company		**(211,586)**	(11,729)
Minority interests		**2,000**	12,962
		(209,586)	1,233
		HK cents	*HK cents*
Loss per share	*7*		
From continuing and discontinued operations – Basic		**(20.41)**	(3.47)
From continuing operation – Basic		**(20.41)**	(3.46)

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	Notes	At 30th June, 2009 HK$'000 (unaudited)	At 31st December, 2008 HK$'000 (audited)
NON-CURRENT ASSETS			
Property, plant and equipment		**1,058**	471,596
Prepaid lease payments on land use rights		**–**	16,510
Goodwill		**–**	69,479
Mining right		**–**	7,770
Deposits paid for acquisition of subsidiaries		**19,602**	–
		20,660	565,355
CURRENT ASSETS			
Properties held for sale		**–**	1,333
Prepaid lease payments on land use rights		**–**	439
Inventories		**–**	48,554
Trade and other receivables and deposits	*8*	**47,545**	228,240
Refundable deposit and loan receivable		**191,820**	241,219
Prepayments		**732**	18,604
Tax recoverable		**–**	721
Pledged short-term bank deposits		**–**	13,636
Bank balances and cash		**69,524**	60,647
		309,621	613,393
Assets classified as held for sale		**717,979**	–
		1,027,600	613,393
CURRENT LIABILITIES			
Trade and other payables and deposits received	*9*	**32,214**	94,647
Amount due to former ultimate holding company		**240**	14,820
Amount due to a minority shareholder		**–**	4,876
Amount due to a related company		**2,817**	2,283
Tax liabilities		**1,345**	1,377
Borrowings due within one year		**226,446**	515,079
		263,062	633,082
Liabilities associated with assets classified as held for sale		**331,913**	–
		594,975	633,082
NET CURRENT ASSETS (LIABILITIES)		**432,625**	(19,689)
TOTAL ASSETS LESS CURRENT LIABILITIES		**453,285**	545,666

	Notes	At 30th June, 2009 HK$'000 (unaudited)	At 31st December, 2008 HK$'000 (audited)
CAPITAL AND RESERVES			
Share capital		**327,898**	182,349
Reserves		**(60,679)**	130,725
Equity attributable to owners of the Company		**267,219**	313,074
Minority interests		**186,066**	192,882
TOTAL EQUITY		**453,285**	505,956
NON-CURRENT LIABILITIES			
Amount due to a minority shareholder		**–**	450
Borrowings due after one year		**–**	10,341
Deferred taxation		**–**	28,919
		–	39,710
		453,285	545,666

Notes:

1. **BASIS OF PREPARATION**

The condensed consolidated financial statements have been prepared in accordance with the applicable disclosure requirements of Appendix 16 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and with Hong Kong Accounting Standard 34 "Interim Financial Reporting" issued by the Hong Kong Institute of Certified Public Accountants (the "HKICPA").

2. **PRINCIPAL ACCOUNTING POLICIES**

The condensed consolidated financial statements have been prepared on the historical cost basis.

The accounting policies used in the condensed consolidated financial statements are consistent with those followed in the preparation of the Group's consolidated financial statements for the year ended 31st December, 2008 except for the following accounting policy which was adopted in the period ended 30th June, 2009.

Disposal group classified as held for sale

Disposal group is classified as held for sale if its carrying amount will be recovered principally through a sale transaction rather than through continuing use. This condition is regarded as met only when the sale is highly probable and the disposal group is available for immediate sale in its present condition.

Disposal group classified as held for sale is measured at the lower of the disposal group's the then carrying amount and fair value less costs to sell.

In the current interim period, the Group has applied, for the first time, the following new or revised standards, amendments and interpretations issued by the HKICPA, which are effective for the Group's financial year beginning on 1st January, 2009.

HKFRSs (Amendments)	Improvements to HKFRSs issued in 2008, except for the amendment to HKFRS 5 that is effective for annual periods beginning or after 1st July, 2009
HKFRSs (Amendments)	Improvements to HKFRSs issued in 2009 in relation to the amendment to paragraph 80 of HKAS 39
HKAS 1 (Revised 2007)	Presentation of financial statements
HKAS 23 (Revised 2007)	Borrowing costs
HKAS 32 and 1 (Amendments)	Puttable financial instruments and obligations arising on liquidation
HKFRS 1 and HKAS 27 (Amendments)	Cost of an investment in a subsidiary, jointly controlled entity or associate
HKFRS 2 (Amendment)	Vesting conditions and cancellations

HKFRS 7 (Amendment)	Improving disclosures about financial instruments
HKFRS 8	Operating segments
HK(IFRIC)-INT 9 and HKAS 39 (Amendments)	Embedded derivatives
HK(IFRIC)-INT 13	Customer loyalty programmes
HK(IFRIC)-INT 15	Agreements for the construction of real estate
HK(IFRIC)-INT 16	Hedges of a net investment in a foreign operation

HKAS 1 (Revised 2007) has introduced a number of terminology changes, including revised titles for the condensed consolidated financial statements, and has resulted in a number of changes in presentation and disclosure. HKFRS 8 is a disclosure standard that requires the identification of operating segments to be performed on the same basis as financial information that is reported internally for the purpose of allocating resources between segments and assessing their performance. The predecessor standard, HKAS 14 "Segment Reporting", required the identification of two sets of segments (business and geographical) using a risks and returns approach. In the past, the Group's primary reporting format was business segments. The application of HKFRS 8 has not resulted in a redesignation of the Group's reportable segments as compared with the primary reportable segments determined in accordance with HKAS 14 (see note 3). The adoption of the new and revised HKFRSs has had no material effect on the reported results and financial position of the Group for the current or prior accounting periods. Accordingly, no prior period adjustment has been recognised.

The Group has not early applied the following revised standards, amendments and new interpretations that have been issued but are not yet effective.

HKFRSs (Amendments)	Amendments to HKFRS 5 as part of Improvement to HKFRSs issued in 2008[1]
HKFRSs (Amendments)	Improvements to HKFRSs 2009[2]
HKAS 27 (Revised 2008)	Consolidated and separate financial statements[1]
HKAS 39 (Amendment)	Eligible hedged items[1]
HKFRS 1 (Amendment)	Additional exemptions for first-time adopters[3]
HKFRS 2 (Amendment)	Group cash-settled share-based payment transactions[3]
HKFRS 3 (Revised 2008)	Business combinations[1]
HK(IFRIC) – INT 17	Distributions of non-cash assets to owners[1]
HK(IFRIC) – INT 18	Transfers of assets from customers[4]

[1] *Effective for annual periods beginning on or after 1st July, 2009.*

[2] *Effective for annual periods beginning on or after 1st July, 2009 or 1st January, 2010, as appropriate.*

[3] *Effective for annual periods beginning on or after 1st January, 2010.*

[4] *Effective for transfers on or after 1st July, 2009.*

The adoption of HKFRS 3 (Revised 2008) may affect the Group's accounting for business combinations for which the acquisition dates are on or after 1st January, 2010. HKAS 27 (Revised 2008) will affect the accounting treatment for changes in the Group's ownership interest in a subsidiary. The directors of the Company anticipate that the application of these revised standards, amendments or new interpretations will have no material impact on the results and the financial position of the Group.

3. SEGMENT INFORMATION

The Group has adopted HKFRS 8 "Operating Segments" with effect from 1st January, 2009. HKFRS 8 requires operating segments to be identified on the basis of internal reports about components of the Group that are regularly reviewed by the chief operating decision maker, represented by the board of directors of the Group, in order to allocate resources to segments and to assess their performance. In contrast, the predecessor standard, HKAS 14 "Segment Reporting", required an entity to identify two sets of segments (business and geographical) using a risks and returns approach, with the entity's "system of internal financial reporting to key management personnel" serving only as the starting point for the identification of such segments. In the past, the Group's primary reporting format was business segments.

The application of HKFRS 8 has neither resulted in a redesignation of the Group's reportable segments as compared with the primary reportable segments determined in accordance with HKAS 14, nor changed the basis of measurement of segment profit or loss.

The revenue streams are the basis of internal reports about components of the Group that are regularly reviewed by the board of directors in order to allocate resources to segments and to assess their performance.

For the period ended 30th June, 2008, the Group was organised into two operating segments: (i) distribution and manufacturing of cement and clinker and (ii) distribution and manufacturing of slag powder. The segment of distribution and manufacturing of slag powder was classified as discontinued operation as at 30th June, 2008. For the period ended 30th June, 2009, the Group solely operates in distribution and manufacturing of cement and clinker. Therefore, no segment information is presented. For the year ending 31st December, 2009, the Group expects there will be new reporting segments upon completion of acquisition of subsidiaries.

The segment information for the period ended 30th June, 2008 is presented below.

	Continuing operation	Discontinued operation	
	Distribution and manufacturing of cement and clinker	Distribution and manufacturing of slag powder	Consolidated
	HK$'000	*HK$'000*	*HK$'000*
	(unaudited)	(unaudited)	(unaudited)
For the six months ended 30th June, 2008			
Segment revenue	242,320	4,402	246,722
Segment profit (loss)	12,253	(119)	12,134
Other income	5,937	–	5,937
Central administrative expenses	(4,588)	–	(4,588)
Finance costs	(43,155)	–	(43,155)
Loss before taxation	(29,553)	(119)	(29,672)
Taxation charge	(259)	–	(259)
Loss for the period	(29,812)	(119)	(29,931)

All of the segment revenue reported above is from external customers.

Segment profit (loss) represents the profit (loss) generated by each segment without allocation of other income, central administrative expenses and finance costs. This is the measure reported to the board of directors for the purpose of resource allocation and performance assessment.

4. FINANCE COSTS

	Continuing operation Six months ended 30th June,	
	2009	2008
	HK$'000	*HK$'000*
	(unaudited)	(unaudited)
Interest on:		
Bank borrowings wholly repayable within five years	**5,146**	5,933
Other borrowings	**20,472**	37,222
Imputed interest on interest-free amount due to a minority shareholder	**13**	–
Total borrowing costs	**25,631**	43,155

5. TAXATION CREDIT (CHARGE)

	Continuing operation Six months ended 30th June,	
	2009	2008
	HK$'000	*HK$'000*
	(unaudited)	(unaudited)
PRC Enterprise Income Tax:		
Current period	**(1,353)**	(831)
Overprovision in prior year	**3,410**	–
	2,057	(831)
Deferred tax:		
Current period	**1,050**	572
	3,107	(259)

6. LOSS FOR THE PERIOD

	Continuing operation Six months ended 30th June,		Discontinued operation Six months ended 30th June,		Consolidated Six months ended 30th June,	
	2009	2008	**2009**	2008	**2009**	2008
	HK$'000	*HK$'000*	***HK$'000***	*HK$'000*	***HK$'000***	*HK$'000*
	(unaudited)	(unaudited)	**(unaudited)**	(unaudited)	**(unaudited)**	(unaudited)
Loss for the period has been arrived at after charging (crediting):						
Amortisation of mining right (included in administrative expenses)	**86**	86	**–**	–	**86**	86
Depreciation of property, plant and equipment	**14,489**	13,948	**–**	398	**14,489**	14,346
Loss on disposal of property, plant and equipment	**158**	–	**–**	–	**158**	–
Release of prepaid lease payments on land use rights	**220**	220	**–**	–	**220**	220
Interest income	**(13,766)**	(3,389)	**–**	(1)	**(13,766)**	(3,390)

7. LOSS PER SHARE

From continuing and discontinued operations

The calculation of the basic loss per share attributable to the owners of the Company is based on the following information:

	Six months ended 30th June,	
	2009	2008
	HK$'000	*HK$'000*
	(unaudited)	(unaudited)
Loss for the period attributable to owners of the Company for the purpose of basis loss per share	**(211,586)**	(30,357)
	Number of shares	Number of shares
Weighted average number of ordinary shares for the purpose of basic loss per share	**1,036,800,784**	875,274,052

The weighted average number of ordinary shares for the purpose of basic loss per share for the period ended 30th June, 2009 has taken into account the placement held on 19th January, 2009 and adjusted for the open offer completed on 29th June, 2009, whereas the weighted average number of ordinary shares for the period ended 30th June, 2008 has been adjusted for the open offer.

From continuing operation

The calculation of the basic loss per share from continuing operation attributable to the owners of the Company is based on the following information:

Loss figures are calculated as follows:

	Six months ended 30th June,	
	2009	2008
	HK$'000	*HK$'000*
	(unaudited)	(unaudited)
Loss for the period attributable to owners of the Company	**(211,586)**	(30,357)
Less: Loss for the period from discontinued operation	**–**	(95)
Loss for the purpose of basic loss per share from continuing operation	**(211,586)**	(30,262)

The denominators used are the same as those detailed above for basic loss per share.

From discontinued operation

For the six months ended 30th June, 2008, basic loss per share from discontinued operation was HK0.01 cent per share. The calculation of the basic loss per share for the discontinued operation was based on the loss for the period of HK$95,000 attributable to the owners of the Company and the denominators detailed above for basic loss per share.

8. TRADE AND OTHER RECEIVABLES AND DEPOSITS

At 30th June, 2009, the entire balance (31st December, 2008: HK$11,871,000) represented other receivables and deposits. The Group gives its trade customers credit periods normally ranging from 120 days to 365 days. All trade receivables amounting to HK$195,252,000 have been classified as part of a disposal group held for sale as at 30th June, 2009.

The following is an aged analysis of trade receivables, net of allowance for doubtful debts:

	At 30th June, 2009	At 31st December, 2008
	HK$'000	*HK$'000*
	(unaudited)	(audited)
0 – 90 days	**134,851**	173,285
91 – 180 days	**29,759**	33,830
181 – 365 days	**29,440**	7,364
Over 365 days	**1,202**	1,890
	195,252	216,369

There was no discounted bills receivable at 30th June, 2009. As at 31st December, 2008, discounted bills receivable with full recourse of approximately HK$32,740,000 was included in trade receivables.

9. TRADE AND OTHER PAYABLES AND DEPOSITS RECEIVED

At 30th June, 2009, the entire balance (31st December, 2008: HK$ 46,704,000) represented other payables and deposits received. All trade payables amounting to HK$47,263,000 have been classified as part of a disposal group held for sale at 30th June, 2009.

The following is an aged analysis of trade payables:

	At 30th June, 2009	At 31st December, 2008
	HK$'000	*HK$'000*
	(unaudited)	(audited)
0 – 90 days	**34,556**	15,300
91 – 180 days	**9,577**	29,505
181 – 365 days	**1,533**	1,177
Over 365 days	**1,597**	1,961
	47,263	47,943

INTERIM DIVIDEND

The directors do not recommend the payment of an interim dividend for the six months ended 30th June, 2009 (2008: Nil).

MANAGEMENT DISCUSSION AND ANALYSIS

FINANCIAL RESULTS

For the six months ended 30th June, 2009, the Group recorded a turnover HK$247,019,000 (2008: HK$242,320,000), representing an increase of 1.9% as compared to that for the same period of last year and achieved a net loss attributable to the shareholders of the Company of HK$211,586,000, as compared to a loss of HK$30,357,000 for the same period of last year. Excluding the impairment loss of HK$206,897,000 recognised on a disposal group classified as held for sale, the net loss attributable to the shareholders of the Company in the current period is HK$4,689,000.

Loss per share (basic) from continuing and discontinued operation for the period was HK20.41 cents (30th June, 2008: loss of HK3.47 cents) and the net asset value per share was HK$0.20 (30th June, 2008: HK$0.39).

REVIEW OF OPERATIONS

During the period ended 30th June, 2009, the Group was primarily engaged in the distribution and manufacture of cement and clinker with its principal market in mainland China.

CEMENT AND CLINKER BUSINESS

For the six months ended 30th June, 2009, the Group's sales volume of cement and clinker amounted to 1,187,200 tons (2008: 1,043,000 tons), representing an increase of 13.8% as compared to that for the same period of last year, and the turnover was HK$247,019,000 (2008: HK$242,320,000), representing an increase of 1.9% as compared to that for the same period of last year.

The segment profit was HK$13,265,000 (2008: HK$12,253,000), representing an increase of 8.2% as compared to that for the same period of last year. The improvement of the results is mainly due to effective cost control, particularly the positive effect from the reduction of coal price.

MEDIA BUSINESS

During the six months ended 30th June, 2009 and subsequent to the period end, the Group has entered into several conditional acquisition agreements and arrangements (the "Acquisitions") to acquire indirect control and equity interests in certain PRC established companies, which mainly engage in the operation of newspaper, advertising agency business, newspaper website, network and mobile game business, planning, production, publication and investment of television drama and film business in the PRC.

For the period ended 30th June, 2009, the Group's results have not incorporated any of those from the Acquisitions as the Acquisitions were not yet completed as at 30th June, 2009.

FINANCIAL REVIEW

Liquidity, Financial Resources and Capital Structure

The Group's capital expenditure, daily operations and investments are mainly funded by cash generated from its operations, loans from principal bankers and financial institutions and equity financing. As at 30th June, 2009, the Group maintained cash reserves of HK$69,524,000 (30th June, 2008: HK$58,223,000). As at 30th June, 2009, the equity attributable to equity holders of the Company amounted to HK$267,219,000 (30th June, 2008: HK$283,356,000) with total borrowings of HK$226,446,000 (30th June, 2008: HK$505,047,000). Following the placement and open offer completed during the current period, the gearing ratio has been substantially reduced. The Group has also twisted from net current liabilities to net current assets.

Subsequent to the reporting date, the Group has placed 170 million new shares at HK$0.52 per share to raise a total of HK$88.4 million to further strengthen its capital base and to expand the Group's media related business and investment. The placing was completed in July 2009.

Foreign Exchange Fluctuation

The Group's operations are mainly located in mainland China and its transactions, related working capital and borrowing are primarily denominated in Renminbi and Hong Kong Dollars. The Group monitors its foreign exchange exposure and will consider hedging significant currency exposure should the need arise.

Charges on Assets

As of 30th June, 2009, buildings, land use rights and short-term bank deposits with respective carrying value of RMB69,300,000 (30th June, 2008: RMB71,300,000), HK$16,729,000 (30th June, 2008: Nil) and HK$11,364,000 (30th June, 2008: HK$13,640,000) were pledged to banks and financial institutions as collateral mainly to secure short term credit facilities granted to the Group.

EMPLOYEES AND REMUNERATION POLICIES

As of 30th June, 2009, the Group, including its subsidiaries but excluding its associates, employed 566 (30th June, 2008: 682) employees. The remuneration policies of the Group are based on the prevailing market levels and the performance of the respective group companies and individual employees. These policies are reviewed on a regular basis.

RISK MANAGEMENT

During the period under review, the Group constantly reviewed the risk and credit control systems of its profit centres to improve the overall control system and mitigate the credit risk.

CHANGE OF COMPANY NAME

A special resolution approving the proposed change of company name from "Shanghai Allied Cement Limited" to "ChinaVision Media Group Limited" and the adoption of the new Chinese name "文化中國傳播集團有限公司" (the "Change of Company Name") was passed at the Special General Meeting of the Company held on 9th September, 2009. The proposed Change of Company Name is subject to the approval of the Registrar of Companies in Bermuda.

The effective date of the Change of Company Name will be the date on which the new name of the Company is entered by the Registrar of Companies in Bermuda on the register of companies in place of its existing name. The Company will carry out the necessary filing procedures with the Registrar of Companies in Hong Kong.

PROSPECTS

While it appears that most of the major markets have been stabilised in the last few months with numerous fiscal and monetary stimulus programs implemented by governments all over the world, it is too soon to expect the financial turmoil is over. The second half of 2009 is still expected to be difficult. China, backed by the finalisation of the State's RMB4 trillion fiscal stimulus package together with the implementation of the supportive RMB18 trillion regional investment projects, seems to be one of the first economies to recover from the global financial and economic crisis.

Though the Group has completed the disposal of the manufacturing business of cement and clinker on 16th September, 2009, the Group will continue the distribution business of cement and clinker in the PRC. Furthermore, by entering into the Acquisitions, the Group has successfully extended its business in the media sector in the PRC. Management is committed to developing the Group into a modern and innovative media enterprise, geared for innovation in the new media era.

On 3rd July, 2009, a subsidiary of the Company entered into a conditional equity transfer agreement with an independent third party, He Peng ("Mr. He"), pursuant to which Mr. He agreed to sell and the subsidiary of the Company agreed to purchase the entire issued share capital of Year Wealth Limited for a consideration of HK$36,000,000 which will be settled by the issuance of 60,000,000 ordinary shares of the Company at HK$0.6 each by the Company. The Company will also procure a bank having licence to operate banking business in both Hong Kong and the PRC to advance loan to a PRC company in an amount equal to the RMB40,000,000 (or approximately HK$45.5 million) to finance the capital injection by the PRC company for 51% equity interests in 西安金鼎影視文化有限公司 ("西安金鼎"). The Company will provide security to the bank for the loan. Pursuant to the conditional equity transfer agreement, upon completion of the acquisition, the Company will have indirect control and an effective interest of 100% in the PRC company which in turn, will own 51% equity interests in 西安金鼎. 西安金鼎 is a limited liability company established in the PRC and is principally engaged in planning, production, publication and investment of television drama and film and organising cultural and artistic exchange activities in the PRC. This transaction has not been completed at the date of this announcement.

On 12th July, 2009, a subsidiary of the Company entered into a share transfer agreement with several independent third parties, pursuant to which the vendors agreed to sell and the subsidiary of the Company agreed to purchase 51% equity interests of 天津唐圖科技有限公司(“天津唐圖”) for an aggregate cash consideration of RMB11,000,000 (equivalent to approximately HK$12.5 million), of which RMB9,000,000 (equivalent to approximately HK$10.2 million) will be injected into the registered capital of 天津唐圖. This transaction has not been completed at the date of this announcement.

On 12th September, 2009, the Company and a subsidiary of the Company entered into a conditional equity transfer agreement with Ideal Growth Investments Limited (“Ideal Growth”), pursuant to which Ideal Growth agreed to sell and the subsidiary of the Company agreed to purchase the entire issued share capital of Prefect Strategy International Limited for a consideration of HK$400,000,000 which will be partly settled in cash of HK$50,000,000 and partly by the issuance of convertible note in the principal amount of HK$350,000,000 by the Company. Pursuant to the conditional equity transfer agreement, upon completion of the acquisition, the Company will have indirect control and an effective interest of 70% in 北京北大文化發展有限公司(“北大文化”) which in turn, hold 50% equity interests in 京華文化傳播有限公司(“京華文化”). Both 北大文化 and 京華文化 are companies established in the PRC with limited liability. Upon completion of the acquisition, 北大文化 will have no assets and liabilities (including contingent liabilities) except for its 50% equity interests in 京華文化, which mainly engages in the operation of Beijing Times, advertising agency business and operating the newspaper website in the PRC. The acquisition constitutes a very substantial acquisition for the Company under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Moving forward, the Group’s main mission is to integrate different media related businesses effectively so as to generate maximum synergies among them and to continue to identify investment opportunities in companies and business in Hong Kong and China that would bring in good cash flow, strong earnings and/or capital appreciation to the Group so as to enhance shareholder value.

CODE ON CORPORATE GOVERNANCE PRACTICES

During the six months ended 30th June, 2009, the Company has applied the principles of, and complied with, the applicable code provisions of the Code on Corporate Governance Practices (the "CG Code") as set out in Appendix 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, except for certain deviations which are summarised below:

Code Provisions B.1.3 and C.3.3

Code provisions B.1.3 and C.3.3 stipulate that the terms of reference of the remuneration committee and audit committee should include, as a minimum, those specific duties as set out in the respective code provisions.

The terms of reference of the remuneration committee (the "Remuneration Committee") adopted by the Company are in compliance with the code provision B.1.3 except that the Remuneration Committee should review (as opposed to determine under the code provision) and make recommendations to the Board on the remuneration packages of Executive Directors only and not senior management (as opposed to Directors and senior management under the code provision).

The terms of reference of the audit committee (the "Audit Committee") adopted by the Company are in compliance with the code provision C.3.3 except that the Audit Committee (i) should recommend (as opposed to implement under the code provision) the policy on the engagement of the external auditors to supply non-audit services; (ii) only possesses the effective ability to scrutinise (as opposed to ensure under the code provision) whether management has discharged its duty to have an effective internal control system; and (iii) can promote (as opposed to ensure under the code provision) the coordination between the internal and external auditors, and check (as opposed to ensure under the code provision) whether the internal audit function is adequately resourced.

The reasons for the above deviations are set out in the section "Corporate Governance Report" contained in the Company's annual report for the financial year ended 31st December, 2008. The Board considers that the Remuneration Committee and the Audit Committee should continue to operate according to the terms of reference adopted by the Company. The Board will review the terms at least annually and make appropriate changes if considered necessary.

AUDIT COMMITTEE REVIEW

The Audit Committee has reviewed with the management of the Company the accounting principles and practices adopted by the Group and discussed internal controls and financial reporting matters including a general review of the unaudited interim financial report for the six months ended 30th June, 2009. In carrying out this review, the Audit Committee has relied on a review conducted by the Group's external auditor in accordance with Hong Kong Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the HKICPA as well as obtaining reports from management. The Audit Committee has not undertaken detailed independent audit checks.

PURCHASE, SALE OR REDEMPTION OF SHARES

Neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's shares during the six months ended 30th June, 2009.

By Order of the Board
Shanghai Allied Cement Limited
Dong Ping
Chairman

Hong Kong, 23rd September, 2009

As at the date of this announcement, the Board comprises Mr. Dong Ping (Chairman), Mr. Ng Qing Hai (President and Chief Executive Officer), Dato' Wong Peng Chong (Vice-President), Mr. Zhao Chao and Mr. Kong Muk Yin, being the Executive Directors; and Mr. Chen Ching, Mr. Jin Hui Zhi and Mr. Li Chak Hung being the Independent Non-Executive Directors.