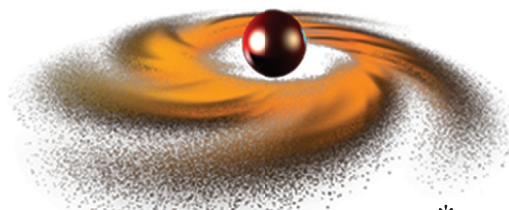


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漢傳媒集團有限公司*
SEE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 491)

**CHANGE OF SUBSTANTIAL SHAREHOLDER
AND
APPOINTMENT OF CHAIRMAN OF THE BOARD AND
AN EXECUTIVE DIRECTOR**

CHANGE OF SUBSTANTIAL SHAREHOLDER

The Board has been notified that Hover has disposed of 236,042,361 Shares to Dr. Ma at a total consideration of HK\$98,700,000, representing approximately HK\$0.418 per Share. Upon completion of the Disposal, Dr. Ma is interested in 236,042,361 Shares, representing approximately 22.73% of the issued share capital of the Company as at the date hereof.

APPOINTMENT OF CHAIRMAN OF THE BOARD AND AN EXECUTIVE DIRECTOR

The Board is also pleased to announce that the Company has invited Dr. Ma to join the Board and he has been appointed as the Chairman of the Board and an executive Director with effect from 14 October 2010.

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities (the “Listing Rules”) of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

CHANGE OF SUBSTANTIAL SHAREHOLDER

The board (the “Board”) of directors (the “Directors”) of See Corporation Limited (the “Company”) has been notified that Hover Success Limited (“Hover”) has disposed of (the “Disposal”) 236,042,361 shares of HK\$0.01 each of the Company (each, a “Share”) to Dr. Ma Ho Man, Hoffman (“Dr. Ma”) at a total consideration of HK\$98,700,000, representing approximately HK\$0.418 per Share. Completion of the Disposal has taken place on 14 October 2010. Immediately before completion of the Disposal, Dr. Ma did not own any Shares. Upon completion of the Disposal, Dr. Ma is interested in 236,042,361 Shares, representing approximately 22.73% of the issued share capital of the Company as at the date hereof and Hover ceased to hold any Shares.

To the best of the knowledge, information and belief of the Directors, and having made all reasonable enquires, immediately before the Disposal, Dr. Ma is a third party independent of the Company and its connected persons (as defined in the Listing Rules).

Set out below is the shareholding structure of the Company immediately before and after completion of the Disposal:

	Immediately before the Disposal		Immediately after the Disposal and as at the date hereof	
	<i>Number of Shares</i>	<i>Approximate %</i>	<i>Number of Shares</i>	<i>Approximate %</i>
Hover (<i>Note</i>)	236,042,361	22.73	–	–
Dr. Ma	–	–	236,042,361	22.73
Public shareholders of the Company	<u>802,418,530</u>	<u>77.27</u>	<u>802,418,530</u>	<u>77.27</u>
Total	<u>1,038,460,891</u>	<u>100.0</u>	<u>1,038,460,891</u>	<u>100.0</u>

Note: Hover is a company wholly and beneficially owned by Mr. Qin Hui.

APPOINTMENT OF CHAIRMAN OF THE BOARD AND AN EXECUTIVE DIRECTOR

The Board is also pleased to announce that the Company has invited Dr. Ma to join the Board and he is appointed as the Chairman of the Board and an executive Director with effect from 14 October 2010.

Dr. Ma, aged 37, is currently an executive director and deputy chairman of Success Universe Group Limited, the issued shares of which are listed on the Main Board of the Stock Exchange (stock code: 487). In addition, he has been a managing director of Success Securities Limited (“SSL”), which is a licensed corporation under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “SFO”) and a participant of the Stock Exchange and has been responsible for overseeing the marketing affairs of SSL. Dr. Ma has over 13 years of experience in the financial industry and extensive managerial experience. He was awarded Fellowship by Canadian Chartered Institute of Business Administration and Honorary Doctorate of Management by Lincoln University in 2009 and 2010 respectively.

Save as disclosed above, Dr. Ma did not hold any other directorship in any public listed companies in the past three years. There is no service contract entered into between Dr. Ma and the Company. His appointment will be subject to retirement by rotation and re-election pursuant to the Bye-Laws of the Company and in accordance with the Code on Corporate Governance Practices under the Listing Rules. In accordance with the Bye-Laws of the Company, Dr. Ma will stand for re-election at the next following general meeting of the Company. The emolument of Dr. Ma will be determined by the Board with reference to his position, level of responsibilities, the remuneration policy of the Company and prevailing market conditions.

As at the date of this announcement, Dr. Ma is interested in 236,042,361 Shares as a result of completion of the Disposal and is therefore a substantial shareholder of the Company. Save for the aforesaid, he has no other interests in the Shares of the Company within the meaning of Part XV of the SFO and has no relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company.

Save as disclosed above, the Board is not aware of any matters that are required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules or any other matters concerning the appointment of Dr. Ma that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Dr. Ma to the Board.

By order of the Board
See Corporation Limited
Dr. Ma Ho Man, Hoffman
Chairman

Hong Kong, 14 October 2010

As at the date of this announcement, the Directors are as follows:

Executive Directors:

Dr. Ma Ho Man, Hoffman (*Chairman*)

Mr. Wong Kui Shing, Danny (*Managing Director*)

Dr. Allan Yap

Mr. Wong Yat Cheung

Independent Non-executive Directors:

Mr. Li Fui Lung, Danny

Mr. Ng Hoi Yue, Herman

Mr. Heung Pik Lun

* *for identification purpose only*