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NOTICE OF ISSUE AND LISTING ON THE STOCK EXCHANGE OF HONG KONG LIMITED



SOUND GLOBAL LTD.

桑德國際有限公司*

(incorporated in Singapore with limited liability)

(Company Registration No. 200515422C)

(Hong Kong Stock Code: 967)

(Singapore Stock Code: E6E.SI)

US\$150,000,000

11.875% SENIOR NOTES DUE 2017

(the “Notes”, Stock Code: 4561)

Joint Lead Managers and Joint Bookrunners

HSBC

Deutsche Bank

Sound Global Ltd. (the “**Issuer**”) refers to its previous announcements dated 20 July 2012 and 7 August 2012 in connection with the proposed issue of the Notes. The Issuer is pleased to announce that the Notes have been issued on 10 August 2012.

Application has been made to The Stock Exchange of Hong Kong Limited for the listing of and permission to deal in the Notes by way of debt issues to professional investors only as described in the offering memorandum relating thereto dated 6 August 2012. Permission for the listing of, and dealing in, the Notes is expected to become effective on 13 August 2012.

By Order of the Board
Wen Yibo
Chairman

10 August 2012

As of the date of this announcement, the executive Directors are Wen Yibo, Wang Kai, Luo Liyang and Jiang Anping; and the independent non-executive Directors are Fu Tao, Seow Han Chiang Winston and Wong See Meng.

* *For identification purposes only*