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DHA  GROUP
大賀傳媒股份有限公司
DAHE MEDIA CO., LTD.*

(a joint stock limited company incorporated in the People’s Republic of China with limited liability)

(Stock Code: 8243)

PROFIT WARNING

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rules.

The Board of the Company wishes to inform the shareholders of the Company and potential investors that it is anticipated its consolidated results for the twelve months ending 31 December 2008 will see a decrease in profit as compared with the corresponding period in 2007 as a result of the current financial turmoil and global economic slowdown.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 17.10 of the Rule Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”).

The board of Directors (the “**Board**”) of Dahe Media Co., Ltd. (the “**Company**” and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and potential investors that the Group anticipates its consolidated results for the twelve months ending 31 December 2008 will see a decrease in profit as compared with the corresponding period in 2007.

Such decrease is primarily due to the following reasons:

1. The impact of the international economic environment and global economic recession;
2. A decrease in advertisement dissemination after the 2008 Beijing Olympic Games as a result of the dissemination of a large number of advertisements by the customers of the Company before and during the said Olympic Games; and

3. A slowdown in the pace of business expansion by the customers of the Company from Europe and the United States.

The financial position and cash level of the Group remain healthy. This profit warning announcement is only based on the preliminary assessment by the Group's latest financial information of the Group which is not audited or reviewed by the Company's auditors.

The Board will pay attention to the changes in the economic environment, actively seek for suitable business strategy and endeavor to expand the business operations of the Group.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Dahe Media Co., Ltd.
大賀傳媒股份有限公司
He Chaobing
Chairman and Executive Director

Nanjing, the PRC,
14 January 2009

As at the date of this announcement, the Board comprises Mr. He Chaobing and Mr. Yang Jianliang, being the executive Directors, Mr. Sun Yingcai, Mr. Ge Jianya and Ms. Ye Jianmei being independent non-executive Directors and Mr. Li Huafei, Mr. He Lianyi and Ms. Chan E Nam Viveca, being non-executive Directors.

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 Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) 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.

The announcement will remain on the "Latest Company Announcements" page of the GEM website for at least seven days from its publication.

** For identification purpose only*