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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 Dahe Basu, a 60%-owned subsidiary of the Company up to 14 May 2007, is in the process of liquidation. It is anticipated that an impairment will be made in respect of the Group's equity interest in Dahe Basu as at 31 December 2008 and as a result of the impairment, it is further anticipated that consolidated results of the Group for the year ended 31 December 2008 will be materially adversely affected, in addition to the adverse factors as announced in the announcement of the Company dated 14 January 2009.

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**”).

Pursuant to a court order in the People's Republic of China dated 15 May 2007, a liquidation team was appointed to carry out the liquidation of Chongqing Dahe Basu Media Co., Ltd. (“Dahe Basu”), a 60%-owned subsidiary of the Company up to 14 May 2007.

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 in light of the latest information of Dahe Basu available to the Group, it is anticipated that an impairment will be made in respect

of the Group's equity interest in Dahe Basu as at 31 December 2008. Due to that impairment, it is further anticipated that consolidated results of the Group for the year ended 31 December 2008 will be materially adversely affected, in addition to the adverse factors as announced in the announcement of the Company dated 14 January 2009.

The Company is still in the process of finalising the consolidated results for the year ended 31 December 2008. The information contained in this announcement is only based on the Company's preliminary assessment of the latest financial information of the Group which has not been reviewed or audited by the Company's auditors. The Company expects to announce audited consolidated results of the Group for the year ended 31 December 2008 in March 2009.

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,
25 February 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