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KERRY MEDIA LIMITED

(incorporated in the British Virgin Islands with limited liability)

**RESULTS OF MANDATORY CONDITIONAL GENERAL OFFER
BY J.P. MORGAN SECURITIES (ASIA PACIFIC) LIMITED
ON BEHALF OF KERRY MEDIA LIMITED
TO ACQUIRE ALL ISSUED SHARES IN THE SHARE CAPITAL OF
SCMP GROUP LIMITED
(OTHER THAN THOSE SHARES ALREADY OWNED
OR AGREED TO BE ACQUIRED BY KERRY MEDIA LIMITED
AND OTHER MEMBERS OF THE CONCERT GROUP)
CLOSE OF THE OFFER**

Financial adviser to Kerry Media Limited



Results of the Offer

The Offer closed on 25 February 2008.

Taking into account 453,977,308 Shares (representing approximately 29.08% of the total issued share capital of the Company) accepted under the Offer, 700,132,000 Shares (representing approximately 44.85% of the total issued share capital of the Company) held, controlled or directed by the Offeror and other members of the Concert Group before the offer period and 15,434,000 Shares (representing approximately 0.99% of the total issued share capital of the Company) acquired or agreed to be acquired by the Offeror and other members of the Concert Group during the offer period, the Offeror and other members of the Concert Group are interested in an aggregate of 1,169,543,308 Shares, representing approximately 74.93% of the issued share capital of the Company as at 4:00 p.m. on 25 February 2008.

Reference is made to the offer document dated 4 January 2008 issued by Kerry Media Limited (the “**Offer Document**”), the response document dated 25 January 2008 issued by SCMP Group Limited, the joint announcements dated 19 December 2007 and 17 January 2008 issued by Kerry Media Limited and SCMP Group Limited and the announcement made by Kerry Media Limited on 11 February 2008 in which the Offer became unconditional in all respects and the latest time for acceptance was extended to 4:00 p.m. on Monday, 25 February 2008. Terms used herein shall have the same meanings as those defined in the Offer Document, unless the context requires otherwise.

Results of the Offer

The Offer closed on 25 February 2008.

Taking into account 453,977,308 Shares (representing approximately 29.08% of the total issued share capital of the Company) accepted under the Offer, 700,132,000 Shares (representing approximately 44.85% of the total issued share capital of the Company) held, controlled or directed by the Offeror and other members of the Concert Group before the offer period and 15,434,000 Shares (representing approximately 0.99% of the total issued share capital of the Company) acquired or agreed to be acquired by the Offeror and other members of the Concert Group during the offer period, the Offeror and other members of the Concert Group are interested in an aggregate of 1,169,543,308 Shares, representing approximately 74.93% of the issued share capital of the Company as at 4:00 p.m. on 25 February 2008.

During the period between 1 January 2008 (being the day following the Latest Practicable Date for the purpose of publication of the Offer Document) and the date of this announcement, the Offeror and other members of the Concert Group made the following acquisitions of Shares:

Name	Date	Number of Shares	Price (HK\$ per share)
Kerry Media Limited	2/1/2008	900,000	2.73
Kerry Media Limited	3/1/2008	1,506,000	2.73
Kerry Media Limited	4/1/2008	100,000	2.73
Kerry Media Limited	7/1/2008	1,600,000	2.73
Kerry Media Limited	9/1/2008	1,600,000	2.74
Kerry Media Limited	10/1/2008	2,800,000	2.74
Kerry Media Limited	11/1/2008	900,000	2.74
Kerry Media Limited	14/1/2008	1,900,000	2.74
Kerry Media Limited	15/1/2008	1,000,000	2.74
Kerry Media Limited	6/2/2008	58,000	2.74
Kerry Media Limited	6/2/2008	532,000	2.75
Kerry Media Limited	11/2/2008	8,000	2.73
Kerry Media Limited	11/2/2008	134,000	2.75

Settlement of the Offer

As set out in the Offer Document and the announcement made by Kerry Media Limited on 11 February 2008, provided that a valid Form of Acceptance and the relevant share certificate(s) and/or transfer receipt(s) and/or any other document(s) of title (and/or any satisfactory indemnity or indemnities required in respect thereof) are complete in all respects and received by the Registrar no later than 4:00 p.m. on Monday, 25 February 2008 (or such other time(s) and/or date(s) as the Offeror may determine and announce in accordance with the Takeovers Code), a cheque in Hong Kong dollars representing the amount (after deducting the relevant seller's ad valorem stamp duty payable by such accepting Independent Shareholder) due to each Independent Shareholder in respect of the Shares tendered by him/her/it under the Offer will be despatched to each such Independent Shareholder by ordinary post at his/her/its own risk as soon as practicable, but in any event within 10 days from the later of 11 February 2008 (being the date on which the Offer became unconditional) and the date of receipt of a duly completed Form of Acceptance and all relevant documents by the Registrar from such Independent Shareholder accepting the Offer.

By Order of the Board of
Kerry Media Limited
Ms. Olivia Fan Oi Ping
Company Secretary

Hong Kong, 25 February 2008

As at the date of this announcement, the directors of the Offeror are Mr. Kuok Khoon Chen, Mr. Lee Yong Sun, Ms. Lei Rong, Ms. Teo Ching Leun and Ms. Olivia Fan Oi Ping.

The directors of the Offeror jointly and severally accept full responsibility for the accuracy of the information in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement the omission of which would make any of the statements in this announcement misleading.

This announcement is available for viewing on the website of Hong Kong Exchange and Clearing Limited at <http://www.hkex.com.hk> under "Latest Listed Company Information" and on the website of the Company at <http://www.scmpgroup.com> under "Investors".