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第一视频®
VODONE
VODONE LIMITED
第一視頻集團有限公司*
(Incorporated in Bermuda with limited liability)
(Stock code: 82)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors in the Company that it is expected that lower operating income and bigger operating loss will be recorded by the Company in the second half of the year 2008 under the influence of slowing down of the video ads market of the PRC websites caused by the global financial crisis and the development of domestic economics after Olympic Games. However, effective measures have been promptly implemented by the management to adjust the operation model and reduce cost to achieve solid development of the Company. In 2008, the principal operations and basic brand building tasks of the Group were carried out as scheduled.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by VODone Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”).

The Board wishes to inform the shareholders of the Company and potential investors in the Company that it is expected that lower operating income and bigger operating loss will be recorded by the Company in the second half of the year 2008 under the influence of the slowing down of the video ads market of the PRC websites caused by the global financial crisis and the development of domestic economics after Olympic Games. However, effective measures have been implemented promptly by the management to adjust the operation model and reduce cost to achieve solid development of the Company. In 2008, the principal operations and basic brand building tasks of the Group were carried out as scheduled.

The Company is still in the process of finalizing the Group’s results for the year ended 31 December 2008. The information contained in this announcement is solely the preliminary estimates of the Company’s management and is not based on any figures or information audited or reviewed by the auditors of the Company. The audited annual results of the Group for the year ended 31 December 2008 will be announced as soon as practicable and its relevant annual report will be issued thereupon.

** for identification purposes only*

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By order of the Board
VODone Limited
Zhang Lijun
Chairman

Hong Kong, 23 January 2009

At the date of this announcement, the Board comprises three executive Directors: Dr. Zhang Lijun (Chairman), Ms. Wang Chun, Mr. Yue Hong Chu George and three independent non-executive Directors: Dr. Loke Yu alias Loke Hoi Lam, Mr. Wang Zhichen and Mr. Wang Linan.

This announcement is also available for viewing on the website of Hong Kong Exchanges and Clearing Limited at www.hkex.com.hk under “Latest Listed Companies Information” and on the website of VODone Limited at <http://ir.vodone.com/> under “Announcement”.