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QIN JIA YUAN MEDIA SERVICES COMPANY LIMITED

勤 + 緣 媒 體 服 務 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2366)

PROFIT WARNING

The Board wishes to inform shareholders of the Company and potential investors that the Group is likely to record an unaudited loss for the six months ended 31 March 2009 compared to an unaudited profit recorded for the same period in 2008.

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

PROFIT WARNING

The following statement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board (the “Board”) of directors of Qin Jia Yuan Media Services Company Limited (the “Company”, together with its subsidiaries, the “Group”) wishes to inform shareholders of the Company and potential investors that the Group is likely to record an unaudited loss for the six months ended 31 March 2009 compared to an unaudited profit recorded for the same period in 2008. The decrease is mainly attributable to (i) a reduction in exchange gain on translation of Renminbi into Hong Kong dollars; and (ii) the one-off write-off of certain assets, including reimbursement receivables, certain inventories, advertising rights of printed media and certain deposits and prepayments, due to reallocation of the resources of the Group as a result of the global economic turmoil, as elaborated in the paragraph headed “Business of the Group” below.

The Board notes that the reduction in exchange gain and the one-off write-off of the reimbursement receivables and intangible assets do not involve any cash outflow and have no material adverse impact on the business and operation of the Group.

This announcement is made on the basis of the management accounts of the Company available to the Directors. Details of the unaudited financial information of the Group will be set out in the unaudited interim report of the Company and the interim results announcement for the six months ended 31 March 2009 which are expected to be posted on the website of The Hong Kong Exchanges and Clearing Limited and that of the Company within the timeframe stipulated in the Listing Rules.

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

BUSINESS OF THE GROUP

The principal activities of the Group are provision of media services including television program and production related services and marketing and advertising related services in The People's Republic of China and public relations services.

In light of the current economic turmoil, the management has undertaken a review of the business and operation of the Group with a view to reallocate more resources of the Group to businesses which yield higher return and with a shorter collection cycle so as to enhance the return of the existing business of the Group. In line with this strategy, the Group has undertaken a review of its printed advertising business and television program production related business and considered it appropriate (i) to reduce the Group's investments in production of television programs with a long production cycle and to continue with the production of television programs with relatively short production cycle; (ii) to continue with the Group's plan to acquire advertising agency rights in television channels and other media in furtherance of its advertising related business; and (iii) to utilize the extensive television program library the Group has built up over the years to support its advertising business. The Group will continue to carry out its existing business with a more efficient allocation of resources.

By Order of the Board of
QIN JIA YUAN MEDIA SERVICES COMPANY LIMITED
LEUNG Anita Fung Yee Maria
Chief Executive Officer and Executive Director

Hong Kong, 22 May 2009

As at the date of this announcement, the Board consists of: three executive directors: Dr. LEUNG Anita Fung Yee Maria (Chief Executive Officer), Mr. YIU Yan Chi, Bernard and Mr. TSIANG Hoi Fong, ten non-executive directors: Dr. WONG Yu Hong, Philip, GBS (Chairman), Mr. PFITZNER Kym Richard, Mr. ZINGER Simon, Ms. LEE Kwei-Fen, Mr. HUNG Hak Hip, Peter, Mr. LIU Yuk Chi, David, Dr. WONG Ying Ho, Kennedy, BBS, JP, Mr. FLYNN Douglas Ronald, Ms. HO Chiu King, Pansy Catilina and Mr. Owyang Loong Shui, Ivan and three independent non-executive directors: Mr. LAU Hon Chuen, GBS, JP, Mr. LAM Haw Shun, Dennis, JP and Mr. HUI Koon Man, Michael, JP.