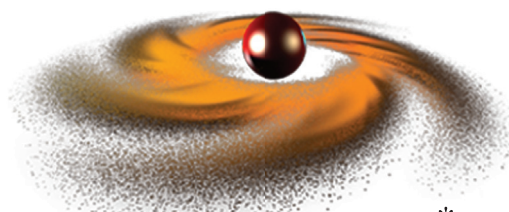


Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



漢傳媒集團有限公司*
SEE CORPORATION LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 491)

POSITIVE PROFIT ALERT

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

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a profit for the financial year ended 30 June 2010 as compared to a loss recorded for the financial year ended 30 June 2009.

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 See Corporation Limited (the “Company”, and 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 (the “Listing Rules”).

The board (the “Board”) of directors (the “Directors”) of the Company wishes to inform shareholders of the Company and potential investors that based on preliminary assessment of the unaudited management accounts of the Group and information currently available to the Company, the Group is expected to record a profit for the financial year ended 30 June 2010 as compared to a loss of approximately HK\$284.5 million recorded for the financial year ended 30 June 2009. Such significant improvement in the financial results of the Group for the year ended 30 June 2010 was mainly attributable to (i) the decrease in loss on fair value of the Group’s investments in listed equity securities as compared to the financial year ended 30

June 2009; (ii) the recognition of a one-off gain on partial disposal of an associated company, TVB Pay Vision Holdings Limited, which was announced by the Company on 6 July 2009 and completed in November 2009; and (iii) the increase in the Group's turnover for the year ended 30 June 2010 which is mainly due to the recognition of a net gain from the disposal of investments in listed equity securities in March 2010. The improvement in the financial results of the Group for the year ended 30 June 2010 was partly set off by the increase in other operating expenses primarily due to the increase in impairment of certain film rights of the Group.

The information contained in this announcement has not been audited or reviewed by the Company's auditors. In the meantime, the Company is in the process of preparing its audited financial statements for the year ended 30 June 2010. Details of the Group's audited financial results for the year ended 30 June 2010 are expected to be released in late October 2010.

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

By Order of the board of Directors
See Corporation Limited
Mr. Wong Kui Shing, Danny
Managing Director

Hong Kong, 17 September 2010

As at the date of this announcement, the Directors are as follows:

Executive Directors:

Mr. Wong Kui Shing, Danny (*Managing Director*)

Dr. Allan Yap

Mr. Wong Yat Cheung

Independent Non-executive Directors:

Mr. Li Fui Lung, Danny

Mr. Ng Hoi Yue, Herman

Mr. Heung Pik Lun

* *for identification purpose only*