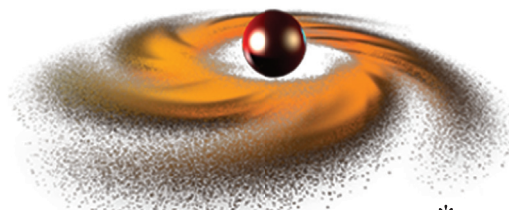


Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance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

PROFIT WARNING

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 loss for the year ended 30 June 2011 as compared with a profit recorded for the previous financial year.

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 latest management accounts of the Group and information currently available to the Company, the Group is expected to record a loss for the year ended 30 June 2011 as compared with a profit of approximately HK\$88.5 million recorded for the previous financial year. Such

decline is mainly attributable to (i) the absence of an one-off gain of approximately HK\$165.9 million on partial disposal of an associated company, TVB Pay Vision Holdings Limited, which was recorded in the previous financial year; and (ii) the decrease in the Group's turnover for the year ended 30 June 2011 due to fewer blockbuster movies were released by the Group during the year comparing to the previous financial year.

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 2011. Details of the Group's audited final results are expected to be released by the end of September 2011.

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
See Corporation Limited
Dr. Ma Ho Man, Hoffman
Chairman

Hong Kong, 19 August 2011

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

Executive Directors:

Dr. Ma Ho Man, Hoffman (*Chairman*)
Mr. Wong Kui Shing, Danny (*Managing Director*)
Mr. Wong Chi Chiu
Ms. Ng Yuk Yee, Feona

Independent Non-executive Directors:

Mr. Li Fui Lung, Danny
Mr. Ng Hoi Yue, Herman
Mr. Heung Pik Lun

* *for identification purpose only*