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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**

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 it is expected the Group is likely to record a substantial decrease in the profit for the second half of the year ended 30 September 2011 as compared with the first half of the year ended 30 September 2011.

This profit warning announcement is made based on the preliminary assessment by the management of the Company based on the latest management accounts of the Group, which is subject to audit, as at the date of this announcement.

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

This announcement is made by Qin Jia Yuan Media Services Company 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 (the "Listing Rules").

The board of directors of the Company (the "Board") wishes to inform shareholders of the Company and potential investors that it is expected the Group is likely to record a substantial decrease in the profit for the second half of the year ended 30 September 2011 as compared with the first half of the year ended 30 September 2011.

The Group's outdoor advertising business includes placing advertisements on the LED boards for broadcasting the news of Xinhua News Agency located in various major cities in the People's Republic of China ("PRC"). As the advertising rights of its LED boards are sold to customers in bundle rather than separately, the suspension of all news and advertisements on one key LED board in the early part of this year resulted in cancellation of advertisement orders during the suspension period by customers of the Group and their subsequent reallocation of promotion and advertising resources to other advertising media. The

advertisement order cancellation and relocation of advertising resources of the customers has adversely affected the performance of the outdoor advertising business of the Group during the second half of the year ended 30 September 2011.

In addition, the Group's increase in the issuance of convertible notes since the last financial year has increased the effective interest amortization charges to the profit and loss account of the Group which will adversely affect the performance of the Group.

This profit warning announcement is made based on the preliminary assessment by the management of the Company based on the latest management accounts of the Group, which is subject to audit, as at the date of this announcement.

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

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, 14 October 2011

*As at the date of this announcement, the Board consists of four executive directors: Dr. LEUNG Anita Fung Yee Maria (Chief Executive Officer), Mr. YIU Yan Chi, Bernard, Mr. TSIANG Hoi Fong and Mr. YEUNG Ching Wan (Chief Financial Officer); ten non-executive directors: Dr. Honourable WONG Yu Hong, Philip, GBS (Chairman), Mr. LIU Yuk Chi, David (Vice-Chairman), Mr. LAM Haw Shun, Dennis, JP, Ms. HO Chiu King, Pansy Catilina, Mr. FLYNN Douglas Ronald, Mr. OWYANG Loong Shui, Ivan, Mr. Stanley Emmett THOMAS, Mr. Lincoln PAN Lin Feng, Mr. Peter Alphonse ZALDIVAR and Dr. LIN Junbo; and three independent non-executive directors: Mr. LAU Hon Chuen, GBS, JP, Mr. HUI Koon Man, Michael, JP and Mr. Wayne CHOU.*