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UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Directors**”) of Brilliant Arts Multi-Media Holding Limited (the “**Company**”) has noted the unusual decrease in the price and increase in the trading volume of the shares of the Company (the “**Shares**”) recently and wishes to state that, save for the matter disclosed herein, we are not aware of any reasons for such movements in the price and trading volume of the Shares.

The Company was in preliminary discussions on proposals regarding the placing of new Shares (the “**Proposed Placing**”) to potential investors but no definite terms were reached and no agreements have been signed as at the date of this announcement.

The Proposed Placing may or may not proceed and holders of Shares and investors should exercise caution in dealing with the Shares.

We also confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Chapter 19 and 20 of the Rules Governing the Listing of Securities on Growth Enterprise Market of the Stock Exchange (the “**GEM Listing Rules**”), neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the Directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board
Brilliant Arts Multi-Media Holding Limited
Ho Ka Wai
Executive Director

Hong Kong, 13 October 2009

As at the date of this announcement, the executive directors are Mr. Lee Chan Wah and Mr. Ho Ka Wai; and the independent non-executive directors are Mr. Leung Wai Man, Mr. Man Kong Yui and Mr. Kwok Chuen Hung, Dominic.

This announcement, for which the Directors collectively and individually accept full responsibilities, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material aspects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumption that are fair and reasonable.

This announcement will be published on the GEM website on the “Latest Company Announcement” page for at least 7 days from the date of publication and on the Company’s website www.bamm.com.hk.