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## **CHINA OUTDOOR MEDIA GROUP LIMITED**

**中國戶外媒體集團有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00254)**

### **APPOINTMENT OF EXECUTIVE DIRECTOR AND CHANGE OF CHIEF EXECUTIVE OFFICER**

The Board of the Company announces that with effect from 6 April 2011, Mr. Lau Chi Yuen, Joseph has resigned as the CEO of the Company and Mr. Tsui Wing Cheong, Sammy has been appointed as an executive director and the CEO of the Company.

#### **APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER**

The board of directors (the “**Board**”) of China Outdoor Media Group Limited (the “**Company**” together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Tsui Wing Cheong, Sammy (“**Mr. Tsui**”) has been appointed as an executive director and the chief executive officer (the “**CEO**”) of the Company with effect from 6 April 2011.

#### **Mr. Tsui Wing Cheong, Sammy**

Mr. Tsui Wing Cheong, Sammy, aged 46, has worked in media management and advertising over 20 years and has served as the group chief executive officer of BMA Investment Limited, chief operating officer of Sing Tao News Corporation Limited, chief executive officer of Sing Tao Publishing Group Limited and publisher of South China Media Limited. He is the founder of “auto22.com” which used to be held by a company then known as New World Cyberbase Limited, an online automobile trading platform. Mr. Tsui is also a mentor in the Mentorship Program at the Journalism and Media Studies Center of the University of Hong Kong.

Save as disclosed, he did not hold any directorship in any listed public company in the past three years nor hold any other position with the Company or any of its subsidiaries.

Mr. Tsui has been appointed for a specific term until 5 April 2012, but will be subject to retirement and re-election at the annual general meetings of the Company in accordance with the articles of association of the Company or any other applicable laws from time to time whereby he shall vacate his office. Mr. Tsui will not receive any remuneration for this appointment. In any event, there is any change of the emolument of Mr. Tsui, which shall be determined by the Board with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market condition and subject to the approval of the Remuneration Committee.

As at the date of this announcement, Mr. Tsui is not interested or deemed to be interested in any shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong.

Save as disclosed, Mr. Tsui does not have any relationship with any other director, senior management or substantial or controlling shareholder of the Company.

Save as disclosed in this announcement, there is no information required to be disclosed pursuant to any of the requirements of rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules and there are no other matters that need to be brought to the attention of the shareholders of the Company in relation to this appointment.

## **RESIGNATION OF CHIEF EXECUTIVE OFFICER**

Mr. Lau Chi Yuen, Joseph ("**Mr. Lau**"), the existing CEO and executive director of the Company, has resigned as the CEO of the Company with effect from 6 April 2011 but Mr. Lau will continue to act as the executive director of the Company.

Save as disclosed above, there is no other matters in relation to Mr. Lau's resignation as the CEO of the Company that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its warm welcome to Mr. Tsui to join the Company and as the new CEO of the Company and to take this opportunity to thank Mr. Lau for his valuable contributions as the CEO of the Company during the past years.

By Order of the Board  
**China Outdoor Media Group Limited**  
**Lau Chi Yuen, Joseph**  
*Director*

Hong Kong, 6 April 2011

*As at the date of this announcement, the Executive Directors of the Company are Mr. Lau Chi Yuen, Joseph, Ms. Hu Wei, Mr. Lu Liang, Mr. Tang Lap Chin, Richard, Mr. Tsui Wing Cheong, Sammy and Mr. Ng Yan, the Non-executive Director of the Company is Dr. Gao Hong Xing, the Independent Non-executive Directors of the Company are Mr. Law Tai Yan, Mr. Cheng Sheung Hing and Mr. Cheng Kwong Choi, Alexander.*