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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)

**RESULTS OF THE RIGHTS ISSUE IN THE PROPORTION OF
FOUR RIGHTS SHARES FOR EVERY ONE EXISTING SHARE
HELD ON THE RECORD DATE
AT HK\$0.08 PER RIGHTS SHARE**

RESULTS OF THE RIGHTS ISSUE

The Board is pleased to announce that as at 4:00 p.m. on Friday, 3 February 2012, being the latest time for the acceptance of and payment for the Rights Shares and for the application and payment for the excess Rights Shares, (i) a total of 334 valid acceptances in respect of 3,148,259,530 Rights Shares provisionally allotted under the Rights Issue have been received, representing approximately 84.12% of the total number of the Rights Shares available under the Rights Issue, and (ii) a total of 255 valid applications for 3,497,942,965 excess Rights Shares have been received, representing approximately 93.46% of the total number of the Rights Shares available under the Rights Issue. In aggregate, a total of 589 valid acceptances and applications in respect of 6,646,202,495 Rights Shares, representing approximately 177.58% of the total number of the Rights Shares available under the Rights Issue, have been received.

The Rights Issue became unconditional at 4:00 p.m. on Wednesday, 8 February 2012.

UNDERWRITING AGREEMENT

As a result of the over-subscription of the Rights Shares, the Underwriter's obligations under the Underwriting Agreement in respect of the Underwritten Shares have been fully discharged.

DESPATCH OF SHARE CERTIFICATES

It is expected that the certificates for the fully-paid Rights Shares in respect of the valid acceptances of the Rights Shares on PALs and successful applications for excess Rights Shares on EAFs will be despatched by ordinary post to those entitled thereto at their own risks on Friday, 10 February 2012.

COMMENCEMENT OF DEALINGS IN RIGHTS SHARES

Dealings in the Rights Shares, in the fully-paid form, are expected to commence on the Stock Exchange at 9:00 a.m. on Tuesday, 14 February 2012.

Reference is made to the prospectus of Qin Jia Yuan Media Services Company Limited (the “**Company**”) dated 17 January 2012 (the “**Prospectus**”) issued by the Company in relation to the Rights Issue. Unless provided otherwise, capitalized terms used herein shall have the same meanings as those defined in the Prospectus.

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EXCESS RIGHTS SHARES

Regarding the 3,497,942,965 excess Rights Shares applied for by way of application under the EAFs, the Board has resolved to allot a total of 594,401,310 excess Rights Shares available for application on a fair and equitable basis in proportion to the number of excess Rights Shares being applied for under each application.

The allotment results in respect of the excess Rights Shares were as follows:

Number of excess Rights Shares applied for	Number of valid applications for excess Rights Shares	Total number of excess Rights Shares applied for	Total number of excess Rights Shares allotted	Approximate percentage of allocation based on the total number of excess Rights Shares applied for in this category
1 to 199,999,999	254	998,849,330	169,804,386	17.00% of the excess Rights Shares applied for
2,499,093,635	1	2,499,093,635	424,596,924	16.99% of the excess Rights Shares applied for
Total	<u>255</u>	<u>3,497,942,965</u>	<u>594,401,310</u>	

UNDERWRITING AGREEMENT

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SHAREHOLDING STRUCTURE

To the best of the Directors' knowledge, based on the information available to the Company having made enquiries to the extent practicable, the following is a table showing the shareholding structure of the Company immediately before and after completion of the Rights Issue:

Shareholders	Immediately before completion of the Rights Issue		Immediately after completion of the Rights Issue	
	<i>Number of Shares</i>	<i>Approximate %</i>	<i>Number of Shares</i> <i>(Note 3)</i>	<i>Approximate %</i>
The Dynamic Master Group				
<i>(Note 1):</i>				
Dynamic Master	186,623,993	19.95	933,119,965	19.95
Goodhold Limited	1,891,697	0.20	9,458,485	0.20
Hunterland City Limited	1,111,963	0.12	5,559,815	0.12
Up & Rise Limited	15,751,465	1.68	78,757,325	1.68
Dr. Leung	285,494	0.03	1,427,470	0.03
Dr. Wong	<u>287,064</u>	<u>0.03</u>	<u>1,435,320</u>	<u>0.03</u>
Subtotal	<u>205,951,676</u>	<u>22.01</u>	<u>1,029,758,380</u>	<u>22.01</u>
Other Directors	4,692,839	0.50	19,839,050	0.43
Aegis Media Asia Pacific Pte. Ltd.	108,094,706	11.55	108,094,706	2.31
Holders of the Convertible Bonds, the Warrants and the Xihu Option (Note 2)	126,876,475	13.56	552,967,528	11.82
Other public Shareholders	<u>490,049,514</u>	<u>52.38</u>	<u>2,967,666,386</u>	<u>63.43</u>
Total:	<u>935,665,210</u>	<u>100.00</u>	<u>4,678,326,050</u>	<u>100.00</u>

Notes:

- The issued share capital of Dynamic Master is owned as to 58.37% by Goodhold Limited, as to 32.76% by Hunterland City Limited and as to 1.77% by Up & Rise Limited respectively. Dr. Leung has interest in 99.99% of the issued share capital of Hunterland City Limited, 50% of the issued share capital of Goodhold Limited and 100% of the issued share capital of Up & Rise Limited and therefore is deemed to have interest in the Shares held by Dynamic Master, Hunterland City Limited, Goodhold Limited and Up & Rise Limited under the SFO. Dr. Wong has interest in 50% of the issued share capital of Goodhold Limited. Accordingly, he is deemed to have interest in the Shares held by Dynamic Master and Goodhold Limited under the SFO.
- Immediately before completion of the Rights Issue, First Media Holdings, Ltd. held 60,696,475 Shares and Hong Kong Xihu Investment Co, Limited held 66,180,000 Shares. Immediately after completion of the Rights Issue, it is expected that First Media Holdings, Ltd. will hold 222,067,528 Shares and Hong Kong Xihu Investment Co, Limited will hold 330,900,000 Shares, representing approximately 4.75% and 7.07% of the enlarged issued capital of the Company, respectively.
- The number of Shares is calculated by reference to the Company's basis of allotment as set out above.

DESPATCH OF SHARE CERTIFICATES

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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, 9 February 2012

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.