



CINDERELLA MEDIA GROUP LIMITED

先傳媒集團有限公司*

(continued in Bermuda with limited liability)

(Stock code: 550)

5 September 2012

Dear Shareholder(s),

Cinderella Media Group Limited (the “Company”) – 2012 Interim Report (the “Current Corporate Communication”)

The Current Corporate Communication of the Company has been published in English and Chinese languages. If you wish to receive the Current Corporate Communication in another language, we will upon your notice send the Current Corporate Communication of your choice of language in printed form to you free of charge as soon as possible. The Current Corporate Communication is also available (in English and Chinese) on the Company's website at www.cinderellagroup.com.hk under “Investor Relations – Announcements / Circulars” and the website of the Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

Please note that you are entitled at any time to change your choice of language and means of receipt of all future Corporate Communication^(Note) by giving a reasonable notice in writing or simply completing the Change Request Form on the reverse side and send it to the Company's Hong Kong share registrar, Computershare Hong Kong Investor Services Limited, using the mailing label at the bottom of the Change Request Form (a stamp is not needed if posted in Hong Kong). The address of Computershare Hong Kong Investor Services Limited is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. You may also send an email with a scanned copy of the Change Request Form to enquiry@cinderellagroup.com.hk. The Change Request Form may also be downloaded from the Company's website at www.cinderellagroup.com.hk or the website of the Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

Should you have any query relating to any of the above matters, please contact us at (852) 2976 2388 during business hours from 9:00 a.m. to 5:00 p.m., Monday to Friday, excluding public holidays.

Yours faithfully,
Cinderella Media Group Limited

Note: Corporate Communication refer to any documents issued or to be issued by the Company for the information or action of holders of any of the Company's securities as defined in Rule 1.01 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, including but are not limited to (a) the annual report; (b) the interim report; (c) a notice of meeting; (d) a listing document; and (e) a circular.

* For identification only

各位股東：

先傳媒集團有限公司（「本公司」） – 2012 年中期報告（「本次公司通訊文件」）

本公司本次公司通訊文件備有中、英文版本。如閣下欲收取另一語言版本的本次公司通訊文件，我們會在收到閣下的要求後，盡快向閣下提供所要求的本次公司通訊文件的印刷版本，費用全免。閣下亦可在本公司網站（www.cinderellagroup.com.hk）中「投資者關係 - 公告 / 通函」一欄內或香港交易所披露易網站（www.hkexnews.hk）閱覽本次公司通訊文件（英文及中文版本）。

敬請注意：閣下如欲更改今後所有公司通訊文件^(附註)之語言版本及收取方式，閣下有權在任何時間發出合理書面通知或簡單透過填寫背面的變更申請表，並使用變更申請表下方的郵寄標籤（如在香港投寄則無須貼上郵票），寄回本公司香港股份過戶登記處，香港中央證券登記有限公司，地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。閣下亦可把已填妥之變更申請表的掃描副本電郵到 enquiry@cinderellagroup.com.hk。變更申請表亦可於本公司網站（www.cinderellagroup.com.hk）或香港交易所披露易網站（www.hkexnews.hk）下載。

如對本函內容有任何疑問，請致電本公司電話熱線(852) 2976 2388，辦公時間為星期一至五上午 9 時正至下午 5 時正（公眾假期除外）。

先傳媒集團有限公司
謹啓

2012 年 9 月 5 日

附註：公司通訊文件指根據香港聯合交易所有限公司證券上市規則第 1.01 條定義所載，本公司發出或將予發出以供其任何證券持有人參照或採取行動的任何文件，包括但不限於：(a) 年度報告；(b) 中期報告；(c) 會議通告；(d) 上市文件；及(e) 通函。

* 僅供識別

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* Please specify your name and address clearly in **ENGLISH BLOCK LETTER** below if you download this form from the web.

*倘若閣下從網上下載本表格，請於下面用英文正楷清楚證明閣下的姓名及地址。

Name of shareholder(s)

股東姓名

Address

地址

Change Request Form 變更申請表

To: Cinderella Media Group Limited (the "Company")
(Stock Code: 550)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre,
183 Queen's Road East,
Wanchai, Hong Kong

致：先傳媒集團有限公司(「本公司」)
(股份代號：550)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to change the choice of language and means of receipt of future Corporate Communication of the Company as indicated below:
本人／我們現在希望更改以下列方式收取 貴公司日後公司通訊之語言版本及收取途徑：

(Please mark **ONLY ONE "X"** of the following boxes)
(請從下列選擇中，僅在其中一個空格內劃上「X」號)

- read the **Website Version** of all future Corporate Communication published on the Company's website in place of receiving printed copies; and receive a printed notification letter of the publication of Corporate Communication on website; **OR**
瀏覽所有日後在本公司網站發表之公司通訊文件**網上版本**，以代替印刷本，並收取公司通訊文件已在網上刊發之通知信函；**或**
- to receive the **printed English version** of all future Corporate Communication **ONLY**; **OR**
僅收取所有日後公司通訊文件之**英文印刷本**；**或**
- to receive the **printed Chinese version** of all future Corporate Communication **ONLY**; **OR**
僅收取所有日後公司通訊文件之**中文印刷本**；**或**
- to receive both **printed English and Chinese versions** of all future Corporate Communication.
同時收取所有日後公司通訊文件之**英文及中文印刷本**。

Contact telephone number
聯絡電話號碼

Signature
簽名

Date
日期

Notes 附註：

- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- Any form with more than one box marked "X", with no box marked "X", with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確，則本表格將會作廢。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.
為免存疑，任何在本申請表格上的額外手寫指示，本公司將不予處理。

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郵寄標籤 MAILING LABEL

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong

閣下寄回此**變更申請表**時，請將郵寄標籤剪貼于信封上。
如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope
to return this Change Request Form to us.

No postage stamp necessary if posted in Hong Kong.