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BIRMINGHAM INTERNATIONAL HOLDINGS LIMITED **伯明翰環球控股有限公司**

(Incorporated in the Cayman Island with limited liability)

(Stock Code: 2309)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of Directors (the “Board”) of Birmingham International Holdings Company Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce that Mr. Ma Shui Cheong (“Mr. Ma”), has been appointed as the Executive Director of the Company with effect from 7 December 2012.

Mr. Ma, aged 52. He is currently a managing director and an executive director of Sing Pao Media Enterprises Limited (stock code: 8010) which is listed on the GEM Board of the Stock Exchange of Hong Kong Limited. He holds a Bachelor Degree in Business Administration in Management from The Open University of Hong Kong. In the past working experience, he had substantial senior management experience in managing various businesses.

There is no service contract entered into between the Company and Mr. Ma. He has no fixed term of service of the Company. Mr. Ma will hold office until the next annual general meeting of the Company and will be subject to retirement by rotation and re-election in accordance with the Articles of Association of the Company. Mr. Ma will be entitled to a directors’ fee to be determined by the Remuneration Committee of the Company with reference to his duties and responsibility in the Company and the market benchmark.

Save as disclosed above, Mr. Ma has not held any directorship in other listed companies in Hong Kong or overseas in the last three years. He has not held any other positions with the Company or other members of the Group.

Save as Mr. Ma is a brother-in-law of Mr. Yeung Ka Sing Carson, the Chairman, an executive director and a substantial shareholder of the Company, he does not have any relationship with any director, senior management or substantial or controlling shareholder of the Company. He does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, the Board is not aware of any matter in relation to the appointment of Mr. Ma that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange and any other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its appreciation to Mr. Ma on his appointment as the Executive Director.

By Order of the Board
Birmingham International Holdings Limited
Peter Pannu
Managing Director, Executive Director
and Chief Executive Officer

Hong Kong, 7 December 2012

As at the date hereof, the executive directors of the Company are Mr. Yeung Ka Sing, Carson, Mr. Peter Pannu, Mr. Ma Shui Cheong, Mr. Lee Yiu Tung, Mr. Chan Shun Wah, Ms. Wong Po Ling, Pauline and Mr. Cheung Kwai Nang and the independent non-executive directors are Mr. Yau Yan Ming, Raymond, Mr. Zhou Han Ping and Mr. Wong Ka Chun, Carson.