



CINDERELLA MEDIA GROUP LIMITED
先傳媒集團有限公司*
(continued in Bermuda with limited liability)
(Stock code: 550)

23 August 2013

Dear Shareholder(s),

Cinderella Media Group Limited (the "Company") – 2013 Interim Report (the "Current Corporate Communication")

We are pleased to inform you that the English and Chinese versions of the Company's Current Corporate Communication are now available 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.

If you have any difficulty in receiving or gaining access to the Current Corporate Communication posted on the Company's website for any reason, we will upon your notice send the printed form of the Current Corporate Communication to you free of charge as soon as possible. Please also note that you are entitled at any time to change your choice of language and means of receipt of all future Corporate Communications ^(Note) by giving reasonable notice in writing to the Company's Hong Kong share registrar, Computershare Hong Kong Investor Services Limited, by post (Address: 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong) or by email (Email address: enquiry@cinderellagroup.com.hk).

If you have any query about how to obtain a copy of the Current Corporate Communication or how to access the Current Corporate Communication on the Company's website, 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 Communications 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

敬啟者:

先傳媒集團有限公司（「本公司」）－ 2013 年中期報告（「本次公司通訊文件」）

本公司欣然知會閣下本公司之本次公司通訊文件之中、英文版本現可在本公司網站（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。

倘閣下因任何理由以致在收取或接收載於本公司網址上的本次公司通訊文件出現困難，本公司將於接到閣下通知後，盡快向閣下寄發本次公司通訊文件的印刷本，費用全免。閣下亦有權在任何時間以合理書面（地址為香港灣仔皇后大道東 183 號合和中心 17M 樓）或電郵（電郵地址為 enquiry@cinderellagroup.com.hk）方式通知本公司的香港股份過戶登記處香港中央證券登記有限公司以更改今後所有公司通訊文件^(附註)的語言版本及收取方式。

倘閣下對於如何索取本次公司通訊文件或如何在本公司網址上閱覽本次公司通訊文件有任何疑問，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
謹啟

2013 年 8 月 23 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

00550-5