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**Starrise Media Holdings Limited**

**星宏傳媒控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1616)**

## **VOLUNTARY ANNOUNCEMENT**

This announcement is made on a voluntary basis by Starrise Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide the shareholders of the Company and potential investors an update on the latest business developments of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that on 17 March 2018, “New Myriad Twinkling Lights (新萬家燈火)” (formerly known as “March in River City” (江城三月)), a television series with 40 episodes which was invested and produced by Beijing Huasheng Taitong Media Investment Company Limited (北京華晟泰通傳媒投資有限公司), a wholly-owned subsidiary of the Group, will be broadcasted on Anhui Satellite TV and Hubei Satellite TV.

As a modern urban light comedy, “New Myriad Twinkling Lights” takes the relationship between residents and their community as the entry point and depicts a story of the Qianheting community collaborating in community development under the leadership of a group of “post-80s” and “post-90s” young people and how they matured and became emotionally touched during the process. It reflected the beauty of their way of life and the beauty of human nature in the harmonious symbiosis of the community residents. Modelled after the star community Baibuting (百步亭) in Hubei province, the television drama series aims to discover deep implications through an example of a harmonious community in a contemporary city through the form of film and television drama works.

The television drama series is directed by LI Ni (李妮) with MENG Fanyao (孟凡耀) as the executive filmmaker, and stars LI Tai (李泰), LIU Yase (劉雅瑟), DU Haitao (杜海濤) as well as veteran actors known for their acting skills including NG Man Tat (吳孟達), PAN Hong (潘虹), FANG Zige (方子哥) and LI Jianyi (李建義).

The Board believes that the launch of “New Myriad Twinkling Lights” will further enhance the reputation of the Company’s film and television business, and reinforce such business of the Company. Leveraging on its established track record in producing films and television dramas, the Company will continue its efforts to explore further opportunities in the film, television and media industry.

By order of the Board  
**Starrise Media Holdings Limited**  
**Liu Dong**  
*Chairman*

Shandong, the People’s Republic of China  
16 March 2018

*As at the date of this announcement, the Board comprises eight directors of the Company, namely Mr. LIU Dong, Mr. LIU Zongjun, Ms. CHEN Chen, Mr. HE Han and Mr. TAN Bin as executive directors of the Company; and Mr. WANG Liangliang, Mr. LAM Kai Yeung and Mr. GAO Gordon Xia as independent non-executive directors of the Company.*