



CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 343)

(Warrant Code : 453)

APPOINTMENT OF DIRECTORS

The board of directors (the “Board”) of Culturecom Holdings Limited (the “Company”) announces that with effect from 6 March 2008, (i) Mr. Kwan Kin Chung (“Mr. Kwan”) has been appointed as executive director (“ED”) and managing director (“MD”) of the Company and (ii) Mr. Tang U Fai (“Mr. Tang”) has been appointed as ED of the Company.

Mr. Kwan, aged 38, was appointed as Acting Chief Executive Officer of the Company in April 2007. He held the position as Vice President of the Group from 1998 to 2002. Mr. Kwan has extensive experience in businesses restructuring and corporate investment. He holds a Bachelor of Arts in Economics from Zhongshan University, Guangzhou, the PRC.

Apart from being the MD of Bio Cassava Technology Holdings Limited, a company listed on the GEM Board (Stock Code : 8129), Mr. Kwan is not a director of any other listed public company currently or in the past three years before the date of appointment.

There is no service contract entered between the Company and Mr. Kwan. He is not appointed for any specified length or proposed length of service with the Company but is subject to retirement by rotation and re-election pursuant to the Bye-laws of the Company. No emolument is proposed for Mr. Kwan as ED and MD of the Company as at the date of this announcement.

Apart from being the former director of Harvest Smart Overseas Limited (a substantial shareholder of the Company), Mr. Kwan does not have any relationship with any directors, senior management or substantial shareholders or controlling shareholders of the Company. As at the date of this announcement, Mr. Kwan is interested in 17,000,000 options of the Company within the meaning of Part XV of the Securities and Futures Ordinance (the “SFO”).

Save as disclosed above, there are no other matters in relation to the appointment of Mr. Kwan that need to be brought to the attention of the shareholders and the holders of the warrants of the Company and there is no information need to be disclosed pursuant to any of the requirement set out in Rule 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “Listing Rules”).

Mr. Tang, aged 34, holds a Bachelor of Science degree in Computer Science and Economics from the University of Victoria and a Master of Science degree in Software Engineering from the University of Macau. Mr. Tang joined the Group as Chief Technology Officer in May 2001. In 2003 he was further appointed as the General Manager of 中文 2000 在綫(澳門)有限公司 where he has gained extensive executive experience.

Mr. Tang is not a director of any other listed public company currently or in the past three years before the date of appointment.

There is no service contract entered between the Company and Mr. Tang. He is not appointed for any specified length or proposed length of service with the Company but is subject to retirement by rotation and re-election pursuant to the Bye-laws of the Company. No emolument is proposed for Mr. Tang as the ED of the Company as at the date of this announcement.

Mr. Tang does not have any relationship with any directors, senior management or substantial shareholders or controlling shareholders of the company. As at the date of his announcement, Mr. Tang is interested in 19,000,000 options of the Company within the meaning of Part XV of the SFO.

Save as disclosed above, there are no other matters in relation to the appointment of Mr. Tang that need to be brought to the attention of the shareholders and the holders of warrants of the Company and there is no information need to be disclosed pursuant to any of the requirement set out in Rule 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board wishes to express its warmest welcome to both Mr. Kwan and Mr. Tang for joining the Company.

By order of the Board
CULTURECOM HOLDINGS LIMITED
Cheung Wai Tung
Chairman

Hong Kong, 5 March 2008

As at the date of this announcement, the Board comprises of Mr. Cheung Wai Tung, Mr. Chu Bong Foo, Mr. Henry Chang Manayan, Mr. Wan Xiaolin, Mr. Tai Cheong Sao and Mr. Chung Billy (all being executive directors); and Mr. Lai Man To, Mr. Wang Tiao Chun and Mr. Joseph Lee Chennault (all being independent non-executive directors).

** for identification purpose only*