



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)

CHANGES IN DIRECTORSHIPS

The Board announces that Mr. Tai Cheong Sao resigned as executive director of the Company with effect from 22 October 2009.

The Board is pleased to further announce that Mr. Chen Man Lung has been appointed as executive director of the Company with effect from 22 October 2009.

RESIGNATION

The board of directors (the “Board”) of Culturecom Holdings Limited (the “Company”) announces that, Mr. Tai Cheong Sao (“Mr. Tai”) resigned as executive director with effect from 22 October 2009 due to his other personal commitments. Mr. Tai has confirmed that there is no disagreement with the Board and that there is no matter regarding his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to extend its gratitude to Mr. Tai for his valuable contributions to the Company in the past years.

APPOINTMENT

The Board of the Company is pleased to announce that Mr. Chen Man Lung (“Mr. Chen”) has been appointed as executive director of the Company with effect from 22 October 2009.

Mr. Chen, aged 43, joined the Group as a vice president in December 1998 and is responsible for publishing business, media business and corporate development of the Group. Mr. Chen is currently executive director of China Bio Cassava Holdings Limited, whose shares are listed on the GEM Board of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) and independent non-executive director of Opes Asia Development Limited, whose shares are listed on the Stock Exchange. He is also chief financial officer of ViaGOLD Capital Limited, a company whose shares are listed on Australian Stock Exchange (stock code: VIA). ViaGOLD Capital Limited is a controlled corporation of Harvest Smart Overseas Limited, which is a substantial shareholder of the Company. Mr. Chen is also acting as a director of the Hong Kong Comics & Animation Federation Limited, a committee member of the Hong Kong Inbound Travel Association Limited (HKITA). He is advisor to Academy of Visual Arts and Chairman of Academic Advisory Board of Humanities Programme of Hong Kong Baptist

University. He obtained his Bachelor of Arts degree in Sociology from the Hong Kong Baptist University and Master of Arts degree in Chinese Studies from the Hong Kong University of Science and Technology. Mr. Chen has over 15 years of extensive experience in investment industry.

Saved as disclosed above, Mr. Chen (i) does not held any other position with the Company and other members of the Company's group; (ii) is not related to any directors, senior management, substantial or controlling shareholders of the Company; and (iii) has not held other directorships in other listed public companies in the last three years.

As at the date of this announcement, Mr. Chen has interests in 4,550,000 options of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

There is no service contract between the Company and Mr. Chen. Mr. Chen is not appointed for a specific term and is subject to retirement by rotation and re-election in accordance with the bye-laws of the Company. The emolument of Mr. Chen will be determined by the board with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market condition.

Save as disclosed above, there are no other matters in relation to the appointment of Mr. Chen as executive director of the Company that need to brought to the attention of the shareholders and there is no other information required to be disclosed pursuant rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on the Stock Exchange.

The Board would express its warmest welcome to Mr. Chen for joining the Group.

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

Hong Kong, 22 October 2009

As at the date of this announcement, the Board comprises of Mr. Cheung Wai Tung, Mr. Chu Bong Foo, Mr. Kwan Kin Chung, Mr. Henry Chang Manayan, Mr. Wan Xiaolin, Mr. Chung Billy, Mr. Tang U Fai, Mr. Tang Kwing Chuen Kenneth and Mr. Chen Man Lung (all being executive Directors); and Mr. Joseph Lee Chennault and Mr. Lai Qiang (all being independent non-executive Directors).

** for identification purpose only*