



CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 343)

COMPLETION FOR THE ISSUE OF CONVERTIBLE BONDS

Completion of the CB Placing Agreement took place on 10 August 2006 under which the Tranche 1 Convertible Bonds have been issued to nine subscribers who are independent of, and not connected with, the directors, chief executive and substantial shareholders of the Company or its subsidiaries or any of their respective associates.

Reference is made to the announcement of the Company dated 21 June 2006 in relation to the proposed placing of the Convertible Bonds. Unless otherwise stated herein, terms defined in the announcement of the Company dated 21 June 2006 shall have the same meaning when used in this announcement.

The Directors are pleased to announce that all conditions precedent of the CB Placing Agreement (amended as disclosed below) have been fulfilled and that completion took place on 10 August 2006, pursuant to which HK\$36 million Tranche 1 Convertible Bonds have been issued to nine subscribers who are independent of, and not connected with, the directors, chief executive and substantial shareholders of the Company or its subsidiaries or any of their respective associates.

Supplemental agreements to the CB Placing Agreement have been entered into between the Company and the Placing Agent on 31 July 2006 and 3 August 2006 in relation to: (i) the extension of the long-stop date for the fulfillment of the conditions precedents of the Placing from 31 July 2006 to 10 August 2006; and (ii) the grant of the listing of, and permission to deal in, the Conversion Shares falling to be issued on the exercise of the conversion rights attaching to the Tranche 1 Convertible Bonds (instead of the Convertible Bonds as originally stated in the CB Placing Agreement) shall become one of the conditions precedent for the issue of the Tranche 1 Convertible Bonds. The Directors confirm that the above amendments have no material effect on the Placing and the Company will apply to the Listing Committee of the Stock Exchange for the grant of the listing of, and permission to deal in, the Conversion Shares falling to be issued on the exercise of the conversion rights attaching to the Tranche 2 Convertible Bonds when the Company intends to exercise the option to issue the Tranche 2 Convertible Bonds.

By order of the Board
Culturecom Holdings Limited
Cheung Wai Tung
Chairman

Hong Kong, 10 August 2006

As at the date hereof, the Board comprises Mr. Cheung Wai Tung, Mr. Chu Bong Foo, Mr. Henry Chang Manayan, Mr. Wan Xiaolin (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*

Please also refer to the published version of this announcement in China Daily.