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Paramount Publishing Group Limited

(Incorporated in Hong Kong with limited liability)

ANNOUNCEMENT

Proposed Acquisition of Business

This announcement is made in response to the recent increase in the price and trading volume of the shares of Paramount Publishing Group Limited (the "Company").

The Board of Directors (the "Board") of the Company would like to further clarify the possibility of injection of appledaily.com.hk website (the "Website") into the Company as stated in the announcement of the Company dated January 12, 2000 (the "Announcement").

The Board has noted the recent increase in the price and trading volume of the shares of the Company and wishes to state that the Board is not aware of any reasons for such increase save as disclosed below.

Reference is made to the Announcement which states that, amongst other things, Next Media International Holdings Limited, the holding company of the Company, has been recently approached by a number of merchant banks who have presented various proposals regarding (but not limited to) the injection of the Website into the Company in view of the fact that the Company is also engaged in web business.

The Board would like to state that it was approached by Apple Daily Limited in relation to a proposed injection of the Website earlier today.

The Board then met informally to discuss the matter and has decided to consider the possibility of acquiring the Website. The negotiation is still at a very preliminary stage. No definitive terms have been agreed. The Company may or may not proceed with the transaction. The transaction, if it materializes, will constitute a connected transaction for the Company. In such event, appropriate disclosure and/or approval requirements of the Listing Rules will be complied with.

Save as the above, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under paragraph 3 of the Listing Agreement, neither is the Board aware of any matter discloseable under the general obligation imposed by paragraph 2 of the Listing Agreement, which is or may be of a price-sensitive nature.

Shareholders of the Company and other investors are advised to exercise extreme

caution in dealing with the shares of the Company.

Made by order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

By Order of the Board
Janis Lee Yuen Mei
Company Secretary

Hong Kong, January 13, 2000

Please also refer to the published version of this announcement in the South China Morning Post on 14-01-2000.