



NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

Announcement

The Board of Directors (the "Board") of Next Media Limited (the "Company") announces the following changes in directorate of the Company:

1. Mr. Hsu Chien-kuo, Gerald ("Mr. Hsu") was appointed as an Independent Non-executive Director of the Company with effect from April 1, 2000.
2. Mr. Lau Kin Hon, Ronald ("Mr. Lau") resigned as an Independent Non-executive Director of the Company with effect from April 1, 2000.
3. Mr. Lim Tai Thong ("Mr. Lim") was appointed as Director and Chief Executive Officer of the Company with effect from April 8, 2000.

Mr. Hsu holds a Bachelor of Science Degree from the National Chung-Hsing University, Taiwan, a Master of Science Degree in Ocean Engineering from the Massachusetts Institute of Technology, U.S.A. and a Master of Science Degree in Mechanics and Hydraulics from the University of Iowa. Mr. Hsu is currently the Chairman, Chief Executive Officer and President of Avant! Corporation. Avant! Corporation is one of the world's largest "Electronics Design Automation" tools companies.

Mr. Lim holds a Master of Science Degree from University of Amsterdam, Netherlands. He has extensive experience in marketing and corporate development. Before joining the Company, he was the Chief Operating Officer and Vice President of Wal*mart China Co., Ltd.

The Board would like to thank Mr. Lau for his valuable contributions during his term of office with the Company and welcome Mr. Hsu and Mr. Lim to the Board.

By Order of the Board
Janis Lee Yuen Mei
Company Secretary

Hong Kong, April 8, 2000

Please also refer to the published version of this announcement in the South China Morning Post on 10-04-2000.