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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

**GRANT OF SHARE OPTIONS UNDER
SUBSIDIARY SHARE OPTION SCHEMES**

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of Next Media Limited (the “Company”, together with its subsidiaries, the “Group”) hereby announces that on 23 September 2013, share options were granted by each of nxTomo Ltd. (“nxTomo”, a private company incorporated in the British Virgin Islands with limited liability) and nxTomo Games Limited (“nxTomo Games”, a private company incorporated in Hong Kong with limited liability), both being indirect wholly owned subsidiaries of the Company, under their share option schemes approved by the shareholders of the Company on 22 July 2013 and 11 March 2008 respectively to the grantees to subscribe for ordinary shares in nxTomo and nxTomo Games, subject to acceptance of the grantees. The following are the details of the share options granted:

2013 nxTomo Share Option Scheme

Date of grant	: 23 September 2013
Number of share options granted	: options representing the rights to subscribe for a total of 560,000 ordinary shares of HK\$0.01 par value each (“nxTomo Share(s)”)
Subscription price of share options granted	: HK\$0.01 per nxTomo Share
Market price of the nxTomo Shares on the date of grant	: not applicable as the nxTomo Shares are not listed
Validity period of the share options	: 23 September 2013 to 14 June 2023

2008 nxTomo Games Share Option Scheme

- Date of grant : 23 September 2013
- Number of share options granted : options representing the rights to subscribe for a total of 550,000 ordinary shares of HK\$0.01 par value each (“nxTomo Games Share(s)”)
- Subscription price of share options granted : HK\$0.01 per nxTomo Games Share
- Market price of the nxTomo Games Shares on the date of grant : not applicable as the nxTomo Games Shares are not listed
- Validity period of the share options : 23 September 2013 to 20 February 2018

Among the share options granted above, share options representing the rights to subscribe for 50,000 ordinary shares of HK\$0.01 par value each in each of nxTomo and nxTomo Games were granted to Mr. Cheung Ka Sing, Cassian, a director of each of the Company, nxTomo and nxTomo Games, and the chief executive officer of the Group.

Save as disclosed above, none of the grantees is a director, chief executive or substantial shareholder of the Company or an associate (as defined in the Listing Rules) of any of them.

By order of the Board
Wong Shuk Ha, Cat
Secretary

Hong Kong, 23 September 2013

As at the date of this announcement, the Board comprises:-

Executive Directors:

Mr. Lai Chee Ying, Jimmy (Chairman)
Mr. Cheung Ka Sing, Cassian
Mr. Ting Ka Yu, Stephen
Mr. Ip Yut Kin

Independent Non-executive Directors:

Mr. Fok Kwong Hang, Terry
Mr. Wong Chi Hong, Frank
Dr. Lee Ka Yam, Danny