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**NEXT MEDIA LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00282)**

**VOLUNTARY ANNOUNCEMENT**

The board of directors (the “Board”) of Next Media Limited (the “Company”, together with its subsidiaries, the “Group”) wishes to advise that the Company has been approached by independent third parties, who are interested in acquiring the Group’s print media business and certain assets in Taiwan including *Taiwan Apple Daily*, *Taiwan Sharp Daily* and *Taiwan Next Magazine Bundle*. The Company is currently in an early stage of negotiation with these third parties in relation to such transaction and which, if consummated, may constitute a notifiable transaction for the Company under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”). As at the date of this announcement, no legally binding agreement regarding such transaction has been entered into by the Group and the terms and conditions of such transaction are still in preliminary negotiation. If and when necessary, the Company will comply with the relevant requirements under the Listing Rules if such transaction materializes.

**The Board wishes to emphasize that such transaction may or may not be consummated, the Company’s shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Wong Shuk Ha, Cat**  
*Company Secretary*

Hong Kong, 4 September 2012

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