



NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board of the Company is pleased to announce the appointment of Mr. Cheung Ka Sing, Cassian as a Non-executive Director of the Company with effect from 24 November 2008.

The board of directors (the “Board”) of Next Media Limited (the “Company”) is pleased to announce the appointment of Mr. Cheung Ka Sing, Cassian (“Mr. Cheung”) as a non-executive director of the Company (“Non-executive Director”) with effect from 24 November 2008.

Mr. Cheung, aged 53, is currently an adjunct professor and an advisory board member of the Hong Kong University of Science and Technology – Business and Management School. He also serves on the advisory boards of several Chinese and European companies in the advertising and marketing fields and is an independent non-executive director of Trinity Limited, a member of the Li & Fung Group.

Mr. Cheung was the President of Wal-Mart China from 2002 to 2005. Over the three-year period, he led the expansion of Wal-Mart retail stores in China and built a team of more than 20,000 associates. Prior to joining Wal-Mart, Mr. Cheung was the President of Quaker Oats Asia, where he led the development of Gatorade Sports Drinks and the Quaker Cereals business in over 10 countries.

Mr. Cheung started his career with Nestle in the U.S.A. and subsequently held various marketing positions in Switzerland, Singapore and China. In the early 1990, as Chief Operating Officer for China, he was responsible for introducing the full range of Nestle food brands into China. He also played a key role in setting up Nestle holding company and its dairy, instant coffee, culinary and confectionery joint ventures in China.

Mr. Cheung attended universities in the U.S.A. and received a Master of Management degree from the Northwestern University Kellogg School of Management.

There is no service contract signed between Mr. Cheung and the Company for his appointment as a Non-executive Director of the Company. He has been appointed for a fixed term of two years from 24 November 2008 and is entitled to receive a director's fee per annum subject to the review by the remuneration committee of the Company and approval by the Board with reference to his responsibilities and prevailing market practices by the end of each financial year. He is also subject to the provisions relating to re-election and retirement by rotation at annual general meeting as stipulated in the articles of association of the Company.

Save as disclosed above, Mr. Cheung has not held any directorship in any other listed public companies and other major appointments and qualifications during the last three years preceding the date of this announcement.

Currently, Mr. Cheung is providing consultancy services on project basis to Mr. Lai Chee Ying, Jimmy ("Mr. Lai"), a controlling shareholder of the Company, in respect of Mr. Lai's personal investments.

Other than as stated above, Mr. Cheung does not have any relationship with any directors, senior management and substantial shareholders of the Company.

Within the meaning of Part XV of the Securities and Futures Ordinance and as at the date of this announcement, Mr. Cheung has personal interests of 172,000 shares, representing approximately 0.007% of the total issued share capital of the Company.

Save as disclosed above, there is no further information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters relating to the appointment of Mr. Cheung that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr. Cheung to the Board.

By order of the Board
Lai Chee Ying, Jimmy
Chairman

Hong Kong, 24 November 2008

As at the date of this announcement, the Executive Directors of the Company are Mr. Lai Chee Ying, Jimmy, Mr. Chu Wah Hui, Mr. Ting Ka Yu, Stephen, Mr. Ip Yut Kin and Mr. Tung Chuen Cheuk, the Non-executive Director of the Company is Mr. Cheung Ka Sing, Cassian and the Independent Non-executive Directors of the Company are Mr. Yeh V-Nee, Mr. Fok Kwong Hang, Terry and Dr. Kao Kuen, Charles.