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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

**APPOINTMENT OF INDEPENDENT NON-EXECUTIVE
DIRECTOR AND MEMBER OF EACH OF THE
REMUNERATION COMMITTEE AND THE AUDIT
COMMITTEE**

The Board of the Company is pleased to announce the appointment of Dr. Lee Ka Yam, Danny as an independent non-executive director, a member of each of the Audit Committee and the Remuneration Committee of the Company with effect from 9 March 2009.

The board of directors (the “Board”) of Next Media Limited (the “Company”) is pleased to announce the appointment of Dr. Lee Ka Yam, Danny (“Dr. Lee”) as an independent non-executive director, a member of each of the Audit Committee and the Remuneration Committee of the Company with effect from 9 March 2009.

Dr. Lee, aged 48, was working in Ogilvy Group (China, Hong Kong and Taiwan) from 1990 to 2008 where he last held the position of vice chairman, chief operating and financial officer. He has extensive experience in strategic management, merger and acquisitions, assurance and financial advisory work, particularly in the areas of marketing communications and media industry. Dr. Lee is a fellow member of the Chartered Association of Certified Accountants UK, the Hong Kong Institute of Certified Public Accountants and an associate member of the Institute of Chartered Accountants in England and Wales.

Dr. Lee obtained a Master of Arts degree in international accounting from the City University of Hong Kong, a Master of Arts degree in English for the professions and a Doctorate degree in business administration, both from the Hong Kong Polytechnic University and a Master of Science degree in electronic commerce and internet computing from the University of Hong Kong.

Save as disclosed above, Dr. Lee has not held any directorships in other listed public companies and other major appointment and qualifications during the last three years

preceding his date of appointment.

Other than the directorship in the Company, Dr. Lee does not hold other positions with the Company or other members of the Group, nor does he have any relationship with any director, senior management or substantial or controlling shareholder of the Company. He also does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

There is no service contract signed between Dr. Lee and the Company for his appointment as an independent non-executive director of the Company. He has been appointed for a fixed term of two years from 9 March 2009 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 responsibility and prevailing market practices by the end of each financial year (for information, the director's fee and fees for acting as a member of each of the Audit Committee and the Remuneration Committee of the Company for the year ended 31 March 2008 were fixed at HK\$200,000, HK\$70,000 and HK\$30,000 per annum respectively). 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, 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 Dr. Lee that need to be brought to the attention of the shareholders of the Company.

Upon the appointment of Dr. Lee as a member of each of the Audit Committee and the Remuneration Committee of the Company with effect from 9 March 2009, the aforesaid committees comprise of the following members:

Audit Committee:

Dr. Lee (he is also the chairman of the Audit Committee), Mr. Fok Kwong Hang, Terry and Mr. Wong Chi Hong, Frank, all of them are independent non-executive directors of the Company.

Remuneration Committee:

Dr. Lee, Mr. Fok Kwong Hang, Terry, Mr. Wong Chi Hong, Frank, being independent non-executive directors, and Mr. Ting Ka Yu, Stephen and Mr. Tung Chuen Chuek, being executive directors of the Company.

The Board also confirms that subsequent to the appointment of Dr. Lee as aforesaid, the Company is now in full compliance with Rules 3.10 and 3.21 of the Listing Rules.

The Board would like to take this opportunity to welcome Dr. Lee to the Board.

By order of the Board
Wong Shuk Ha, Cat
Secretary

Hong Kong, 9 March 2009

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