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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

**POLL RESULTS OF
THE EXTRAORDINARY GENERAL MEETING
HELD ON 11 OCTOBER 2010**

At the extraordinary general meeting of Next Media Limited (the “Company”) held at the Conference Room on the 1st Floor, 3 Chun Kwong Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong, on 11 October 2010 at 3:00 p.m. (the “EGM ”), a poll was taken for voting on all proposed and seconded resolutions, as set out in the Notice of EGM dated 21 September 2010.

As at the date of the EGM, the issued ordinary share capital of the Company was 2,412,496,881 shares of HK\$1.00 each, which was the total number of shares entitling the holders to attend and vote for or against all resolutions. There were no restrictions on any shareholders casting votes on any of the proposed resolutions at the EGM.

All the resolutions, which were voted on by poll, were approved by shareholders of the Company. The vote-taking at the EGM was scrutinized by the Company’s Share Registrars, Computershare Hong Kong Investor Services Limited. The poll results in respect of the resolutions were as follows:

	Ordinary Resolutions	Number of Votes (%)	
		For	Against
1.	To approve the rules of the share option scheme of Next TV Broadcasting Limited	2,005,245,193 (97.4150%)	53,211,016 (2.5850%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
2.	To approve the rules of the share option scheme of Next Multi-media Entertainment Services Limited	2,005,245,193 (97.4150%)	53,211,016 (2.5850%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
3.	To approve the rules of the share option scheme of Next Media Lifestyle Entertainment Services Limited	2,005,245,193 (97.4150%)	53,211,016 (2.5850%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		

By order of the Board
Wong Shuk Ha, Cat
Secretary

Hong Kong, 11 October 2010

As at the date of this announcement, the Executive Directors of the Company are Mr. Lai Chee Ying, Jimmy, Mr. Chu Wah Hui, Mr. Cheung Ka Sing, Cassian, Mr. Ting Ka Yu, Stephen and Mr. Ip Yut Kin and the Independent Non-executive Directors of the Company are Mr. Fok Kwong Hang, Terry, Mr. Wong Chi Hong, Frank and Dr. Lee Ka Yam, Danny.