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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

**RE-DESIGNATION OF DIRECTOR
AND
APPOINTMENT OF
CO-CHIEF EXECUTIVE OFFICER OF THE GROUP**

The Board of the Company announces that Mr. Cheung Ka Sing, Cassian has been re-designated from a non-executive director to an executive director of the Company and appointed as the co-chief executive officer of the Group both with effect from 1 February 2010.

The board of directors (the “Board”) of Next Media Limited (the “Company” and together with its subsidiaries, the “Group”) announces that Mr. Cheung Ka Sing, Cassian (“Mr. Cheung”) has been re-designated from a non-executive director to an executive director of the Company (“Executive Director”) and appointed as the co-chief executive officer of the Group (“Co-CEO”) both with effect from 1 February 2010. Mr. Cheung will be responsible for the Group’s animation, interactive and other new businesses that may be directed by the Chairman of the Group and the Board.

Mr. Cheung, aged 54, was appointed as a non-executive director of the Company on 24 November 2008. He 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 company incorporated in Bermuda and listed on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

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.

Mr. Cheung has entered into an employment contract as Co-CEO with Next Media Management Services Limited, a wholly-owned subsidiary of the Company, for an appointment term of three years commencing with effect from 1 February 2010. Pursuant to the employment contract, he is entitled to receive a basic annual salary of HK\$3,500,000, together with incentive bonuses which are to be determined by reference to operational performance and market capitalisation of the Group. Mr. Cheung is also entitled to fringe benefits including company car and medical insurance. As part of the remuneration package under the aforesaid employment contract, Mr. Cheung is entitled to options representing a total of 27,000,000 ordinary shares of the Company (“Shares”) which are to be granted to him in 3 tranches, each of 9,000,000 Shares, over a period of two years under the Company’s existing share option scheme approved by shareholders on 30 July 2007 (“2007 Share Option Scheme”) provided that he stays within the employment at the relevant time. The terms of the options including exercise price and life are in compliance with the terms of the 2007 Share Option Scheme and the applicable provisions of Chapter 17 of the Rules Governing the Listing of Securities on the Stock Exchange (“Listing Rules”). The options will carry with them a vesting period of one year. On 1 February 2010, the first grant of options to subscribe for 9,000,000 Shares has been granted under the 2007 Share Option Scheme to Mr. Cheung at a subscription price per Share of HK\$1.064, being the highest of the closing price of a Share on the date of grant, the average closing price of a Share for 5 trading days immediately preceding the date of grant and the par value of a Share. The said 9,000,000 Shares represent approximately 0.373% of the total issued share capital of the Company as at the date hereof. Any further grant of options which may cause Mr. Cheung’s entitlement to exceed the maximum individual entitlement of a participant under the 2007 Share Option Scheme (currently 1%) will be made subject to compliance with the requirements of Chapter 17 of the Listing Rules including obtaining independent shareholders’ approval. Details of the first grant of options on 1 February 2010 have been disclosed under a separate announcement issued by the Company pursuant to Rule 17.06A of the Listing Rules on the same date.

Save and except for the aforesaid employment contract, there is no service contract signed between Mr. Cheung and the Company for his re-designation as an Executive Director of the Company. He 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.

Apart from his interests in the options granted/to be granted under the 2007 Share Option Scheme as mentioned above, 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 re-designation of Mr. Cheung as an Executive Director of the Company and his appointment as Co-CEO that need to be brought to the attention of the shareholders of the Company.

By order of the Board
Lai Chee Ying, Jimmy
Chairman

Hong Kong, 1 February 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.