



NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHANGE OF IMPORTANT EXECUTIVE FUNCTIONS

The Board of the Company is pleased to announce the appointment of Mr. Chu Wah Hui as an Executive Director of the Company and as the Chief Executive Officer of the Group with effect from 2 October 2008.

The board of directors (the “Board”) of Next Media Limited (the “Company” and together with its subsidiaries, the “Group”) is pleased to announce the appointment of Mr. Chu Wah Hui (“Mr. Chu”) as an executive director of the Company (“Executive Director”) and as the chief executive officer of the Group (“Chief Executive Officer”) with effect from 2 October 2008.

Mr. Chu, aged 57, is currently a director and an audit committee member of the board of Mettler-Toledo International Inc., a U.S. corporation listed on the New York Stock Exchange, and a non-executive director of Li Ning Company Limited, a company incorporated in the Cayman Islands with its shares listed on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

Mr. Chu was the non-executive chairman of PepsiCo International’s Asia Region from 2007 to 2008. Prior to this position, he was president of PepsiCo International’s China Beverage Business Unit and chairman of PepsiCo Investment (China) Limited from 1998 and 1999, respectively, to 2007. Before joining PepsiCo International in 1998, Mr. Chu held various management positions in several U.S. multinational companies since 1976, namely, Monsanto, Whirlpool, H.J. Heinz and Quaker Oats. He holds a Bachelor of Science degree from the University of Minnesota and a Master of Business Administration degree from Roosevelt University, both in the U.S.

Mr. Chu has entered into an employment contract as Chief Executive Officer with Next Media Management Services Limited, a wholly-owned subsidiary of the Company, for an appointment term of three years commencing with effect from 2 October 2008. 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 capitalization of the Group. Mr. Chu is also entitled to fringe benefits including company car, club membership and medical insurance. As part of the remuneration package under the aforesaid employment contract, Mr. Chu is entitled to options representing a total of 50,000,000 ordinary shares of the Company (“Shares”) which are to be granted to him in 5 tranches, each of 10,000,000 Shares, over a period of four 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 will be 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. Subject to the appointment becoming effective on 2 October 2008, it is expected that the first grant of options will be made on the same day so that share options to subscribe for 10,000,000 Shares will be granted under the 2007 Share Option Scheme to Mr. Chu at a subscription price which will be 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 10,000,000 Shares represent approximately 0.415% of the total issued share capital of the Company as at the date hereof. Any further grant of options which may cause Mr. Chu’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.

Save and except for the aforesaid employment contract, there is no service contract signed between Mr. Chu and the Company for his appointment 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. Chu 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.

Mr. Chu does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company. Within the meaning of Part XV of the Securities and Futures Ordinance (“SFO”) and as at the date of this announcement, Mr. Chu and his associate have personal interests of 20,000 Shares and 10,000 Shares, respectively, representing approximately 0.0008% and 0.0004% 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. Chu that need to be brought to the attention of the shareholders of the Company.

Mr. Lai Chee Ying, Jimmy (“Mr. Lai”), on 2 October 2008, will cease to act as the Chief Executive Officer of the Group but will remain as the Chairman of the Board.

Mr. Lai, aged 59, is an Executive Director and the Chairman of the Board since 1999. He entered the media industry by launching *Next Magazine* in March 1990, and he subsequently added several other popular titles to the Group’s stable of publications, including *Easy Finder* (September 1991, renamed as *FACE* in May 2007), *Apple Daily* (June 1995), *Sudden Weekly* (August 1995), *Eat & Travel Weekly* (July 1997) and *ME!* (December 2006). Mr. Lai further extended the boundaries of the Group’s operations from Hong Kong to Taiwan by launching *Taiwan Next Magazine* (May 2001), *Taiwan Apple Daily* (May 2003) and *Sharp Daily* (October 2006). Prior to founding his publishing business in 1990, Mr. Lai had a distinguished 30-year career in the local garment industry, establishing and running the hugely successful Giordano manufacturing and retail chain.

Mr. Lai has a service contract with the Taiwan Branch of Apple Daily Publication Development Limited, a subsidiary of the Company, for a term of three years which commenced on 1 September 2006. Details of his remuneration have been disclosed in the Company’s annual report 2007/08. His remuneration is determined by reference to his job responsibilities and the prevailing market conditions and subject to the review by the Remuneration Committee of the Company.

As at the date of this announcement and within the meaning of Part XV of the SFO, Mr. Lai and his associates are interested or deemed interested in a total of 1,786,133,165 Shares, representing 74.04% of the total issued share capital of the Company. He is the controlling shareholder of the Company.

Save as disclosed above, Mr. Lai did not hold any directorship in other listed public companies in the past three years and other major appointments and qualifications. He also does not have any relationship with any directors and senior management of the Company. There is no information required to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules nor are there any other matters of significance in respect of the aforesaid change of important executive functions which need to be brought to the attention of the shareholders of the Company.

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

By order of the Board
Lai Chee Ying, Jimmy
Chairman

Hong Kong, 24 September 2008

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