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NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

**GRANT OF SHARE OPTIONS BY
NEXT MEDIA ANIMATION LIMITED**

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of Next Media Limited (the “Company”) hereby announces that on 15 October 2010, share options were granted by Next Media Animation Limited (“NMAL”, a private company incorporated in Hong Kong with limited liability and an indirect wholly owned subsidiary of the Company) under the share option scheme of NMAL approved by shareholders of the Company on 11 March 2008 to the grantees to subscribe for a total of 70,000 ordinary shares of HK\$0.01 par value each of NMAL (“Shares”), subject to acceptance of the grantees. The following are the details of the share options granted:

Date of grant	:	15 October 2010
Subscription price of share option granted	:	It shall be determined solely by the board of directors of NMAL but shall always be higher than or equal to the par value of a Share.
Market price of the Shares on the date of grant	:	Not applicable as the Shares are not listed.
Validity period of the share option	:	15 October 2010 to 20 February 2018

The grantee is neither a director, chief executive, substantial shareholder of the Company nor an associate of any of them.

The Company will issue a further announcement disclosing the exercise price of the relevant option granted after the exercise price is determined.

By order of the Board
Wong Shuk Ha, Cat
Secretary

Hong Kong, 15 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.