

[For Immediate Release]



**Next Media Joins Forces with Readers to Battle SARS
To Donate Part of The Proceeds From 1 Newspaper and 4 Magazines to Apple Daily Charitable
Foundation**

(April 16, 2003, Hong Kong) – Next Media Limited (“Next Media” or the “Group”; stock code: 0282) today announced its initiatives to fight against SARS and to weather the storm with the Hong Kong community. Next Media has decided to donate part of the proceeds derived from the retail sales of its one newspaper and four magazines to the Apple Daily Charitable Foundation, in an effort to offer assistance to those underprivileged ones affected by SARS. It is expected that the donation will reach more than HK\$ 1 million.

Every HK\$ 1 derived from the retail sales of *Apple Daily* this Saturday, April 19, will be donated to the Apple Daily Charitable Foundation. Meanwhile, starting from this Friday, April 18, and for two consecutive issues, every HK\$ 50 cents derived from the retail sales of *Next Magazine*, *Sudden Weekly*, *Easy Finder and Eat & Travel Weekly*, will also be donated to the Apple Daily Charitable Foundation to assist those underprivileged ones affected by SARS. In addition, Apple Daily Charitable Foundation will donate an amount equivalent to 50% of the total funds raised by Next Media, as an effort to support this meaningful campaign. Given the present circulation figures of its one newspaper and four magazines, coupled with the full support from Next Media and Apple Daily Charitable Foundation, it is anticipated that the campaign will generate more than HK\$ 1 million.

Not only is the outbreak of SARS affecting the daily lives of the Hong Kong people, but also it is taking away the precious lives of our loved ones. Next Media is deeply concerned with the development of SARS and seeks for all possible means to join hands with the Hong Kong community to battle SARS. As a bold commitment to curtail the spread of the epidemic, the Group will donate part of the proceeds derived from the retail sales of its publications to those underprivileged ones affected by SARS. It is hoped that, the initiative will gather the strengths of the Hong Kong citizens to overcome challenges. It is also hoped that everyone will participate in this meaningful campaign and to lift Hong Kong out of the present gloom. During this period, Next Media will continue to monitor the event, in order to provide readers with the latest groundbreaking news of the epidemic, in the promptest manner and from various perspectives.

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Company Background

Next Media Limited is the largest listed Chinese print media group in Hong Kong with business spanning Hong Kong and Taiwan. The Group publishes one newspaper and four magazines in Hong Kong, namely *Apple Daily*, *Next Magazine*, *Sudden Weekly*, *Easy Finder*, and *Eat & Travel Weekly*. The Group also started publishing *Taiwan Next Magazine* in Taiwan in May 2001. Besides publishing, the Group is also engaged in printing and Internet business. The printing business mainly serves the Group’s magazines and newspaper. The Internet business is mainly provision of fee-charging content with the content coming principally from the Group’s magazines and newspaper.

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