

NEXTmedia

NEXT MEDIA LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00282)

FORM OF PROXY FOR EXTRAORDINARY GENERAL MEETING

I/We, (Note 1) _____ of _____ being the registered holder(s) of (Note 2) _____ shares of HK\$1.00 each in the share capital of Next Media Limited (the "Company"), HEREBY APPOINT (Note 3) THE CHAIRMAN OF THE EXTRAORDINARY GENERAL MEETING or _____ of _____ as my/our proxy to act for me/us at the said Meeting (or at any adjournment thereof) of the Company, to be 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 Monday, 11 October 2010 at 3:00 p.m. for the purpose of considering the resolutions set out in the Notice convening the said Meeting and at such Meeting (or at any adjournment thereof) to vote for me/us and in my/our name(s) in respect of such resolutions as hereinafter indicated, and if no such indication is given as my/our proxy thinks fit.

| | ORDINARY RESOLUTIONS | FOR (Note 4) | AGAINST (Note 4) |
|----|---|-----------------|---------------------|
| 1. | To approve the rules of the share option scheme of Next TV Broadcasting Limited. | | |
| 2. | To approve the rules of the share option scheme of Next Multi-media Entertainment Services Limited. | | |
| 3. | To approve the rules of the share option scheme of Next Media Lifestyle Entertainment Services Limited. | | |

Signature (Note 5): _____

Date: _____

Notes:

1. Full name(s) and address(es) are to be inserted in **BLOCK CAPITAL LETTERS**.
2. Please insert the number of shares registered in your name(s). If no number is inserted, this form of proxy will be deemed to relate to all the shares in the Company registered in your name(s).
3. If any proxy other than the Chairman is appointed, strike out "**THE CHAIRMAN OF THE EXTRAORDINARY GENERAL MEETING or**" and insert the name and address of the proxy desired in the space provided. **ANY ALTERATION MADE TO THIS FORM OF PROXY MUST BE INITIALED BY THE PERSON WHO SIGNS IT.**
4. **IMPORTANT: IF YOU WISH TO VOTE FOR ANY ONE OF THE RESOLUTIONS, PLEASE INDICATE WITH A TICK IN THE RELEVANT BOX MARKED "FOR". IF YOU WISH TO VOTE AGAINST ANY ONE OF THE RESOLUTIONS, PLEASE INDICATE WITH A TICK IN THE RELEVANT BOX MARKED "AGAINST".** Failure to indicate which way you wish your votes to be cast will entitle your proxy to cast your vote at his discretion. Your proxy will also be entitled to vote at his discretion on any resolution properly put to the Meeting other than those referred to in the Notice convening the Meeting.
5. This form of proxy must be signed by you or your attorney duly authorised in writing or, in the case of a corporation, must be either under its common seal or under the hand of an officer or attorney duly authorised.
6. In order to be valid, this form of proxy together with the power of attorney (if any) or other authority (if any) under which it is signed, or a notarially certified copy thereof, must be lodged at the registered office of the Company at 1st Floor, 8 Chun Ying Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong not less than 48 hours before the time appointed for holding the Meeting or adjourned Meeting.
7. In the case of joint holders, the vote of the senior who tenders a vote whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders, and for this purpose, seniority will be determined by the order in which the names stand in the register in respect of the joint holding.
8. The proxy need not be a member of the Company but must attend the Meeting in person to represent you.