

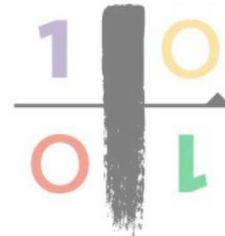
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**CINDERELLA MEDIA GROUP
LIMITED**

先傳媒集團有限公司*

(continued in Bermuda with limited liability)
(Stock code: 550)



1010 PRINTING GROUP LIMITED

匯星印刷集團有限公司*

(Incorporated in Bermuda with limited liability)
(Stock code: 1127)

JOINT ANNOUNCEMENT

DELAY IN DESPATCH OF CIRCULARS OF

MAJOR TRANSACTION

IN RELATION TO

THE ACQUISITION OF THE ENTIRE ISSUED SHARE CAPITAL OF APOL

As additional time is required to finalise the information to be included in the Circulars of each of Cinderella and 1010 PGL, Cinderella and 1010 PGL have applied to the Stock Exchange for, and have been granted with, waivers from strict compliance with Rule 14.41(a) of the Listing Rules and the despatch date of the Circulars has been postponed to a date falling on or before 14 January 2013.

Reference is made to the joint announcement of Cinderella Media Group Limited ("Cinderella") and 1010 Printing Group Limited ("1010 PGL") dated 12 December 2012 (the "Announcement") regarding the acquisition of the entire issued share capital of APOL by the Purchaser, an indirect wholly-owned subsidiary of 1010 PGL, from the Vendors. Capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement, unless the context otherwise requires.

As disclosed in the Announcement, each of Cinderella and 1010 PGL have obtained the respective written approval from City Apex and Cinderella for the acquisition of the entire issued share capital of APOL by the Purchaser, an indirect wholly owned subsidiary of 1010 PGL, pursuant to Rule 14.44 of the Listing Rules.

As required by Rule 14.41(a) of the Listing Rules and as further disclosed in the Announcement, the circulars (the "Circulars") of each of Cinderella and 1010 PGL containing, amongst others, further information on the Share Transfer Agreement and the Acquisition contemplated thereunder will respectively be despatched to Cinderella Shareholders and 1010 PGL Shareholders in accordance with the requirements of the

Listing Rules on or before 7 January 2013.

As additional time is required to finalise the information to be included in the Circulars, Cinderella and 1010 PGL have applied to the Stock Exchange for, and have been granted with, waivers from strict compliance with Rule 14.41(a) of the Listing Rules and the despatch date of the Circulars has been postponed to a date falling on or before 14 January 2013.

By order of the Board
Cinderella Media Group Limited
Lam Mei Lan
Executive Director

By order of the Board
1010 Printing Group Limited
Lau Chuk Kin
Executive Director

Hong Kong, 7 January 2013

As at the date of this announcement, the board of Cinderella comprises Mr. Lau Chuk Kin and Ms. Lam Mei Lan as executive directors, Mr. Wan Siu Kau, Mr. Lee Ching Ming, Adrian and Mr. Peter Stavros Patapios Christofis as non-executive directors and Mrs. Ling Lee Ching Man, Eleanor, Mr. Cheng Ping Kuen, Franco and Mr. Ho David as independent non-executive directors.

As at the date of this announcement, the board of 1010 PGL comprises Mr. Yang Sze Chen, Peter, Mr. Lau Chuk Kin and Mr. Lam Wing Yip as executive directors; Mr. Yeung Ka Sing, Prof. Lee Hau Leung, Mr. Tsui King Chung, David and Dr. Ng Lai Man, Carmen as independent non-executive directors.

* For identification purpose only