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香港聯合交易所有限公司

(香港交易及結算所有限公司全資附屬公司)

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FOR REFERENCE ONLY

Subject : Display of Adjusted Previous Closing Price of Cinderella Media Group Limited (stock code 550) on AMS/3 for its Final Dividend of HK\$0.20 per share and Distribution in Specie of 139 shares in 1010 Printing Group Limited for every 100 shares on Ex-All Date, 29 April 2014

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Cinderella Media Group Limited (“Cinderella Media”) announced a final dividend of HK\$0.20 per share (the “Final Dividend”) and a distribution in specie of shares in 1010 Printing Group Limited (“1010 Printing”) (stock code: 1127) on the basis of 139 shares in 1010 Printing for every 100 Cinderella Media shares held on the record date (the “Distribution in Specie”). Pursuant to the timetable for the Final Dividend and the Distribution in Specie, Cinderella Media’s shares (stock code: 550) will be marked “ex-all” on 29 April 2014, the Ex-All Date.

Amongst other terms and conditions, Cinderella Media’s Final Dividend and the Distribution in Specie are subject to the passing of relevant resolution(s) to approve the Final Dividend and the Distribution in Specie (the “Resolution(s)”) at the Annual General Meeting to be held on 25 April 2014 (the “AGM”). Cinderella Media will make a further announcement containing the results of the Resolution(s) following the AGM. Shareholders, investors and market participants should read the Cinderella Media’s announcements and circulars in full including the terms and conditions of the Final Dividend and the Distribution in Specie in dealing with Cinderella Media’s shares. If they are in doubt, they should consult their professional adviser(s).

Further, as an AMS/3 standard practice for ex-dividend and ex-distribution in specie (“Ex-All”) and for reference only, an Adjusted Previous Closing Price will be displayed in the “PRV CLOSE” field of Cinderella Media’s AMS/3 stock page on 29 April 2014, the Ex-All Date. The unadjusted previous closing price will instead be displayed in the free text field. Calculation of the Adjusted Previous Closing Price will be based on the closing prices of Cinderella Media and 1010 Printing on 28 April 2014 (i.e. last cum-all trading day) and by using the following standard adjustment formula for dividend and distribution in specie generally.

Adjustment Formula:

Adjusted Previous Closing Price

= Closing price of Cinderella Media on the last cum-all trading day – D – [P x (X ÷ Y)]

where:

D = Final dividend per share, i.e. HK\$0.20

P = Closing price of 1010 Printing on the last cum-all trading day

X = Number of 1010 Printing shares a shareholder is entitled to receive when he/she holds Y existing Cinderella Media shares on record date, i.e. 139 shares in 1010 Printing

Y = Number of existing Cinderella Media shares a shareholder has to hold on record date for entitling him/herself to X shares in 1010 Printing, i.e. 100 shares

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For illustration purpose, depending on the closing prices of Cinderella Media and 1010 Printing on 28 April 2014, the Exchange shall base on the above standard formula for dividend and distribution in specie generally to calculate and display the Adjusted Previous Closing Price on Cinderella Media's AMS/3 stock page on 29 April 2014 as follows:-

<u>CUM-ALL</u>	<u>EX-ALL*</u>
<u>Unadjusted Closing Price</u>	<u>Adjusted</u>
<u>on 28 April 2014</u>	<u>Previous Closing Price</u>
<u>(HK\$)</u>	<u>on 29 April 2014</u>
<u>(HK\$)</u>	<u>(HK\$)</u>
2.9083	1.360
2.9183	1.370
2.9283	1.380
2.9383	1.390
2.9483	1.400
2.9583	1.410
2.9683	1.420
2.9783	1.430
2.9883	1.440
2.9983	1.450
3.0083	1.460
3.0183	1.470
3.0283	1.480
3.0383	1.490
3.0483	1.500
3.0583	1.510
3.0683	1.520
3.0783	1.530
3.0883	1.540
3.0983	1.550
3.1083	1.560
3.1183	1.570
3.1283	1.580
3.1383	1.590
3.1483	1.600
3.1583	1.610
3.1683	1.620
3.1783	1.630
3.1883	1.640
3.1983	1.650

* Closing price of 1010 Printing on 24 April 2014 (i.e. HK\$0.97) is used as reference in the above illustration

Charles Woo
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