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CHINA SEVEN STAR SHOPPING LIMITED

中國七星購物有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 245)

**ANNOUNCEMENT OF
PRICE SENSITIVE INFORMATION
AND
RESUMPTION OF TRADING**

The Board is pleased to announce that on 31 December 2009, Shanghai Seven Star Yixi Advertising Co., Ltd. 上海七星益璽廣告有限公司, a subsidiary of the Company, entered into an agreement dealing with media management services with 廣東電視台, pursuant to which 廣東電視台 has granted Shanghai Seven Star Yixi Advertising Co., Ltd. 上海七星益璽廣告有限公司 the exclusive agency rights to the advertising time of a satellite TV channel of 廣東電視台 for a term of 3 years.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The Board of Directors (the “**Board**”) is pleased to announce that on 31 December 2009, Shanghai Seven Star Yixi Advertising Co., Ltd. 上海七星益璽廣告有限公司 (“**Shanghai Seven Star**”), a subsidiary of the Company, entered into an agreement dealing with media management services (the “**Agreement**”) with 廣東電視台 (“**GDTV**”). To the best of the Board’s knowledge, information and belief having made all reasonable enquiries, GDTV is a third party independent of the Company and its connected persons.

Pursuant to the Agreement, GDTV has granted Shanghai Seven Star the exclusive agency rights to the advertising time of a satellite TV channel (the “**Channel**”) of GDTV for a term of 3 years (the “**Term**”), commencing from 1 January 2010 and ending on 31 December 2012. After the expiration of the Term, Shanghai Seven Star has a right of renewal of the Agreement for a further 3 years on the basis of an increment of consideration payable to GDTV by 15% each year. The terms and conditions of the Agreement were determined after arm’s length negotiations between the parties.

The Agreement is subject to and conditional upon the completion and satisfaction of the relevant procedures as stipulated by the Listing Rules.

Given the high proportion of advertising expenses in the operating costs of the Company and its subsidiaries (collectively, the “**Group**”), the Board is of the view that the Agreement shall not only help bringing in income stream in the form of commission income but shall also complement the Group's television shopping business and help mitigating the rising advertising costs as a result of the strong economic growth in the People’s Republic of China.

Public investors and shareholders of the Company are advised to exercise caution when dealing in the shares in the Company.

RESUMPTION OF TRADING

At the request of the Company, trading in the Shares on the Stock Exchange has been suspended from 9:30 a.m. on 4 January 2010 pending the release of this announcement. Application has been made to the Stock Exchange for the resumption of trading in the Shares on the Stock Exchange from 2:30 p.m. on 4 January 2010.

By Order of the Board
China Seven Star Shopping Limited
NI XINGUANG
Chairman

Hong Kong, 4 January 2010

As at the date of this announcement, the Board comprises Mr. Ni Xinguang and Mr. Wang Zhiming as executive directors, and Mr. Chan Wai Sum, Mr. Ho Wai Ip and Mr. Lu Wei as independent non-executive directors.