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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)

VOLUNTARY ANNOUNCEMENT

Reference is made to the announcement (the “**Announcement**”) of China Seven Star Shopping Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 4 January 2010 in relation to the entering into an agreement dealing with media management services.

As set out in the Announcement, 上海七星廣告有限公司(transliterated as Shanghai Seven Star Advertising Co., Ltd) (formerly known as 上海七星益璽廣告有限公司 (transliterated as Shanghai Seven Star Yixi Advertising Co., Ltd)) (“**Shanghai Seven Star**”), a subsidiary of the Company entered into an agreement (the “**Agreement**”) dealing with media management services with 廣東電視台 (transliterated as Guangdong Television) (“**GDTV**”) for a term commencing from 1 January 2010 to 31 December 2012. Upon the expiration of the initial term, Shanghai Seven Star has a right to renew the Agreement for a further term of three years on the basis of a 15% increment in the consideration payable by Shanghai Seven Star to GDTV for each additional year.

After taking into account the percentage of increment in the consideration payable to GDTV by the Group upon the renewal of the Agreement, the directors of the Company have concluded not to exercise the right for Shanghai Seven Star to renew the Agreement.

The Group will continue with its television advertising agency services after the expiry of the term of the Agreement.

This announcement is made on a voluntary basis.

By order of the Board
China Seven Star Shopping Limited
Ni Xinguang
Chairman and Executive Director

Hong Kong, 14 December 2012

As at the date of this announcement, the Board comprises Mr. Ni Xinguang and Mr. Wang Zhiming as executive directors, and Mr. Ling Yu Zhang, Mr. Lu Wei and Mr. Wong Chak Keung as independent non-executive directors.