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RICHE MULTI-MEDIA HOLDINGS LIMITED

豐采多媒體集團有限公司*

(incorporated in Bermuda with limited liability)

ANNOUNCEMENT

The board of directors of the Company announces that the board lots for trading in the shares of the Company will be changed from 2,000 shares to 1,000 shares.

The board of directors of the Company announces that the board lots for trading in the shares of the Company ("Shares") will be changed from 2,000 Shares to 1,000 Shares.

The board of directors of the Company is of the opinion that the decrease in the board lot size will enable the Company to widen its shareholder base.

A circular containing, inter alia, the details and timing of the proposed change in board lot size has been despatched to shareholders of the Company on 14th January, 2004.

Shareholders of the Company should note that the first day for free exchange of existing share certificate(s) in board lots of 2,000 Shares for new share certificate(s) in board lots of 1,000 Shares is Monday, 19th January, 2004.

An indicative timetable of the proposed change in board lot size is set out below:

First day for free exchange of existing Share certificates
in board lots of 2,000 Shares for new Share certificates
in board lots of 1,000 Shares Monday, 19 January, 2004

Effective date for change in board lot 9:30 a.m. on Thursday, 5 February, 2004

Original counter for trading in the Shares in
board lots of 2,000 Shares closes and becoming
counter for trading in the Shares in board lots of
1,000 Shares (in the form of new Share
certificates) 9:30 a.m. on Thursday, 5 February, 2004

Temporary counter for trading in the Shares in
board lots of 2,000 Shares (in the form of
existing Share certificates) opens 9:30 a.m. on Thursday, 5 February, 2004

Parallel trading in Shares
(in the form of existing and new Share
certificates) commences 9:30 a.m. on Thursday, 5 February, 2004

Temporary counter for trading in
the Shares in board lots of 2,000 Shares
(in the form of existing and new Share
certificates) closes 4:00 p.m. on Thursday, 26 February, 2004

Parallel trading in Shares
(in the form of existing and new Share
certificates) ends 4:00 p.m. on Thursday, 26 February, 2004

Last day of free exchange of existing Share
certificates in board lots of 2,000 Shares
for new Share certificates in board lots of 1,000 Shares Tuesday, 2 March, 2004

By Order of the Board
Lei Hong Wai
Executive Director

Hong Kong, 15 January, 2004

* For identification purpose only