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A8 New Media Group Limited

A8 新媒體集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 800)

APPOINTMENT OF CHIEF FINANCIAL OFFICER

The board of directors (the “**Board**”) of A8 New Media Group Limited (the “**Company**”) is pleased to announce the appointment of Mr. Liu Pun Leung (“**Mr. Liu**”) as the Chief Financial Officer of the Company with effect from 15 July 2014.

Mr. Liu, aged 36, has served various financial management and consulting roles in China and Hong Kong for 14 years. He has extensive knowledge in accounting, auditing, taxation, financial management, risk management and internal control relating to Hong Kong and China businesses. Prior to joining the Company, he served as the Chief Risk Officer and the Vice President of Finance and Investor Relation at 500.com Limited (NYSE:WBAI). He has also served various auditing and consulting positions at Ernst & Young China and Hong Kong since 2000, and the last position he held with Ernst & Young was Senior Manager.

Mr. Liu holds a Bachelor of Business Administration (Honours) degree in accountancy. He is a member of the Hong Kong Institute of Certified Public Accountants and Institute of Internal Auditors.

The Board would like to extend our welcome to Mr. Liu on his appointment.

On behalf of the Board
A8 New Media Group Limited
Chairman & Executive Director
Liu Xiaosong

Hong Kong, 11 July 2014

As at the date of this announcement, the Board of the Company comprises:

- (1) Executive Directors namely Mr. Liu Xiaosong and Mr. Lu Bin; and*
- (2) Independent Non-Executive Directors namely Mr. Chan Yiu Kwong, Ms. Wu Shihong and Mr. Song Ke. □*