

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Rojam Entertainment Holdings Limited

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8075)

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

Mr. Tang Jun has been appointed an executive director and the chief executive officer of the Company with effect from 6 September 2011.

The board of directors (the “**Board**”) of Rojam Entertainment Holdings Limited (the “**Company**”) is pleased to announce that Mr. Tang Jun (“**Mr. Tang**”) has been appointed an executive director and the chief executive officer of the Company with effect from 6 September 2011.

Mr. Tang, aged 49, has extensive experience in film and entertainment industry both in China and the U.S.A. After graduating from the Institute of International Relations in Beijing, China, with a Bachelor of Art in 1983, Mr. Tang joined China Film Group, a state-owned Beijing based media and entertainment conglomerate and worked for it until 1993. In 1994, Mr. Tang joined and was appointed the Director, China Operations of Capital Cities/ABC, Inc., which was merged with The Walt Disney Company (“**Walt Disney**”) in 1996. Mr. Tang had served for Walt Disney until 2010 as Corporate Senior Vice President — China Affairs. Prior to joining the Company, Mr. Tang was Group Senior Vice President and Chief Executive Officer of Shanda Tiandi Ltd., a wholly-owned subsidiary of Shanda Interactive Entertainment Limited (listed on Nasdaq), which focuses on developing next generation interactive entertainment and life experience and products.

Mr. Tang is to serve the Company under an agreement (the “**Service Agreement**”) for a term of three years. Mr. Tang is subject to retirement and re-election at the next general meeting of the Company and thereafter subject to retirement by rotation and re-election at the annual general meeting of the Company at least once every three years in accordance with the Bye-laws of the Company. Pursuant to the Service Agreement and by reference to the performance of the Company, his experience, duties and responsibilities and prevailing market conditions, Mr. Tang is entitled to the following emoluments:

- (i) a sign-on fee of US\$50,000;
- (ii) a total remuneration (inclusive of a director’s fee of US\$15,000) of US\$660,000 per annum; and

(iii) share options (the “**Share Options**”) to subscribe for a total of 7,077,576 shares of the Company under the share option scheme adopted by the Company on 19 November 2009.

As at the date of this announcement, Mr. Tang has interest in a Share Option to subscribe for 94,025,000 shares of the Company pursuant to Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

Save as disclosed above, as at the date of this announcement, Mr. Tang (i) does not have any relationship with any directors, senior management, or substantial or controlling shareholders of the Company; (ii) does not have any interests in the shares of the Company within the meaning of Part XV of the SFO; (iii) does not hold other positions with the Company and other members of the Group; and (iv) has not held any directorship in the last three years prior to his appointment in any public companies the securities of which are listed on any securities market in Hong Kong or overseas.

There is no information to be disclosed pursuant to paragraphs (h) to (v) of Rule 17.50(2) of the Rules Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) nor are there any matters relating to Mr. Tang’s appointment that need to be brought to the attention of the shareholders of the Company.

The Board extends its warm welcome to Mr. Tang.

By Order of the Board
Rojam Entertainment Holdings Limited
Lui Siu Tsuen, Richard
Executive Director

Hong Kong, 6 September 2011

As at the date of this announcement, the Board comprises seven executive directors, namely Dr. Lam Kin Ngok, Peter (Chairman), Mr. Yu Feng, Mr. Tang Jun (Chief Executive Officer), Mr. Lui Siu Tsuen, Richard, Mr. Chan Chi Kwong, Ms. Etsuko Hoshiyama and Mr. Chan Chi Ming, Alvin; and three independent non-executive directors, namely Mr. Chan Chi Yuen, Mr. Zhang Xi and Mr. Wong Kam Choi.

*This announcement, for which the directors of the Company (the “**Directors**”) collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for at least 7 days from the date of its publication and on the website of the Company at <http://www.rojam.com>.