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## **RICHE MULTI-MEDIA HOLDINGS LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **DELAY IN DESPATCH OF THE CIRCULAR**

An application has been made to the Stock Exchange by the Company for a waiver from strict compliance with Rules 14.38 and 14A.49 of the Listing Rules by extending the despatch date of the Circular to no later than 26th October, 2007.

Reference is made to the announcement of Riche Multi-Media Holdings Limited (the “Company”) dated 23rd July, 2007 (the “Announcement”) in relation to the acquisition of a 100% interest in the issued share capital of Modern Vision (Asia) Limited, which constitutes a very substantial acquisition and a connected transaction for the Company under the Listing Rules. Terms used herein shall have the same meanings as defined in the Announcement unless defined otherwise.

As stated in the Announcement, a circular (the “Circular”) containing, among other things, further information in respect of the Acquisition, the letter of advice from the Independent Board Committee to Independent Shareholders, the recommendation of the independent financial adviser to the Independent Board Committee and the Independent Shareholders in respect of the Acquisition, accountants report on Modern Vision, the independent valuation report on the Property, together with a notice convening the SGM will be despatched to Shareholders as soon as practicable in accordance with the Listing Rules.

Pursuant to Rules 14.38 and 14A.49 of the Listing Rules, the Company is required to send the Circular to Shareholders within 21 days after publication of the Announcement (i.e. 13th August, 2007). An extension had been granted by the Stock Exchange for the despatch of the Circular to 30th September, 2007 as additional time was required (i) to finalise the audit for Modern Vision (Asia) Limited and its subsidiaries; (ii) for the Company to review such financial statements following their finalisation; and (iii) for the independent professional valuer to obtain sufficient information for assessing the valuation of the Property. As the board meeting for the interim results of the Group for the period ended 30th June, 2007 was held on 24th September, 2007, the Company believes that it would be beneficial to Shareholders and investors to have those figures incorporated in the relevant financial information in the Circular. An application has been made to the Stock Exchange by the Company for a waiver from strict compliance with Rules 14.38 and 14A.49 of the Listing Rules by further extending the despatch date of the Circular to no later than 26th October, 2007.

**Shareholders and potential investors of the Company should note that the Acquisition may or may not proceed. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Shares.**

By Order of the Board of  
**Riche Multi-Media Holdings Limited**  
**Heung Wah Keung**  
*Chairman*

Hong Kong, 28th September, 2007

*As at the date of this announcement, the Board comprises two executive Directors namely, Mr. Heung Wah Keung and Ms. Chen Ming Yin, Tiffany, and three independent non-executive Directors namely, Mr. Tang Chak Lam, Gilbert, Mr. Ho Wai Chi, Paul and Mr. Lien Wai Hung.*