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

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **DELAY IN DESPATCH OF 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 16th November, 2007.

Reference is made to the announcement of Riche Multi-Media Holdings Limited (the “Company”) dated 8th August, 2007 (the “Announcement”) in relation to the acquisition of a 100% interest in the issued share capital of Exceptional Gain Profits Limited and a sale loan, which constitutes a very substantial acquisition and 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 and the recommendation of the independent financial adviser to the Independent Board Committee and the Independent Shareholders in respect of the Acquisition, the accountants’ report on Exceptional Gain, the independent valuation report on the Kingsway Hotel 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. 30th August, 2007). Extensions had been granted the Company to extend the date for despatch of the Circular to no later than 30th September, 2007 and further to 26th October, 2007. All matters which had been outstanding for such extension have since been completed. The Company wishes to state that in light of the major and connected transaction of China Star Entertainment Limited regarding a loan from Kingsway Hotel Limited to Most Famous Enterprises Limited as announced on 26th October, 2007 therefore further disclosure is required to be included thereon in the Circular. As such, 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 16th November, 2007. No other matters in respect of the Circular are outstanding.

**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, 26th October, 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.*