

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.



**REORIENT GROUP LIMITED
瑞東集團有限公司**

(formerly known as “Asia TeleMedia Limited 亞洲電信媒體有限公司”)

(Incorporated in Hong Kong with limited liability)

(Stock Code: 376)

**CHANGE OF COMPANY NAME, STOCK SHORT NAME
AND SHARE CERTIFICATE EXCHANGE ARRANGEMENT**

The Board is pleased to announce that the name of the Company has been changed from “Asia TeleMedia Limited 亞洲電信媒體有限公司” to “REORIENT GROUP LIMITED 瑞東集團有限公司” with effect from 25 October 2011.

With effect from 9:00 a.m. on 2 November 2011, the Shares will be traded on The Stock Exchange of Hong Kong Limited under the new name. The English stock short name of the Company will be changed from “ASIA TELEMEDIA” to “REORIENT GROUP” and its Chinese stock short name will be changed from “亞洲電信媒體” to “瑞東集團”. The stock code of the Company will remain unchanged as “376”.

CHANGE OF COMPANY NAME AND STOCK SHORT NAME

Reference is made to the announcement of the Company dated 17 October 2011 and the circular of the Company dated 23 September 2011 in relation to the change of name of the Company (the “Circular”). Capitalised terms used herein shall have the same meanings as those defined in the Circular unless the context requires otherwise.

As mentioned in the Circular, the change of name of the Company is subject to (i) the approval by the Shareholders by way of a special resolution at the EGM; and (ii) the approval by the Registrar of Companies in Hong Kong. As announced by the Company on 17 October 2011, a special resolution was passed for approving the change of name of the Company from “Asia TeleMedia Limited 亞洲電信媒體有限公司” to “REORIENT GROUP LIMITED 瑞東集團有限公司”.

The Board is pleased to announce that the Registrar of Companies in Hong Kong has approved the change of name of the Company from “Asia TeleMedia Limited 亞洲電信媒體有限公司” to “REORIENT GROUP LIMITED 瑞東集團有限公司” and the certificate of change of name dated 25 October 2011 issued by the Companies Registry was received by the Company on 26 October 2011.

With effect from 9:00 a.m. on 2 November 2011, the Shares will be traded on The Stock Exchange of Hong Kong Limited under the new name. The English stock short name of the Company will be changed from “ASIA TELEMEDIA” to “REORIENT GROUP” and its Chinese stock short name will be changed from “亞洲電信媒體” to “瑞東集團”. The stock code of the Company will remain unchanged as “376”.

EFFECTS OF THE CHANGE OF COMPANY NAME

The change of the Company name will not affect any rights of the Shareholders. All existing share certificates (in purple colour) in issue bearing the former English and Chinese names of the Company will continue to be good evidence of legal title to the Shares and will continue to be valid for trading, settlement, registration and delivery purposes. With effect from 2 November 2011, any share certificates will be issued under the new English and Chinese names of the Company.

SHARE CERTIFICATE EXCHANGE ARRANGEMENT

There will be an arrangement for free exchange of the existing share certificates (in purple colour) for new share certificates (in green colour) printed in the new name of the Company. With effect from 2 November 2011 to 2 December 2011, Shareholders may, if they so wish, deliver their existing share certificates (in purple colour) in respect of the Shares held by them to the share registrar of the Company, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17/F., Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong, to exchange at the expense of the Company, for the new share certificates (in green colour) bearing the new name of the Company (one new certificate for each old certificate). After 2 December 2011, share certificates of the Company will be accepted for exchange only on payment of a fee of HK\$2.50 at the expense of the Shareholders for each certificate cancelled or each new certificate issued, whichever number of certificates cancelled or issued is higher (or such higher amount as may from time to time be allowed by the Stock Exchange). It is expected that the new share certificates (in green colour) will be available for collection within 10 business days from the date of submission of the existing share certificates (in purple colour).

By order of the board
REORIENT GROUP LIMITED
Ko Chun Shun, Johnson
Chairman and Executive Director

Hong Kong, 28 October 2011

As at the date of this announcement, the Board comprises six executive directors, namely Mr. Ko Chun Shun, Johnson, Mr. Zhang Binghua, Mr. Chen Shengjie, Ms. Angelina Kwan, Mr. Tsoi Tong Hoo, Tony and Ms. Ko Wing Yan, Samantha and three independent non-executive directors, namely Mr. Liu Zhengui, Mr. Ding Kebai and Mr. Chu Chung Yue, Howard.