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QIN JIA YUAN MEDIA SERVICES COMPANY LIMITED

勤 + 緣 媒 體 服 務 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2366)

**ADJUSTMENTS TO
CONVERSION PRICES OF THE CONVERTIBLE BONDS
SUBSCRIPTION PRICES OF THE WARRANTS
AND
EXERCISE PRICES AND NUMBER OF SHARES
OF THE OUTSTANDING SHARE OPTIONS
UNDER THE SHARE OPTION SCHEME**

The Board announces as a result of the Company's issue or offer to the Shareholders the rights to subscribe for the Rights Shares pursuant to the Rights Issue, the conversion prices of the Convertible Bonds, the subscription prices of the Warrants and the exercise prices and the number of Shares of the outstanding share options granted under the Share Option Scheme have been adjusted as set out below.

Reference is made to the announcement of Qin Jia Yuan Media Services Company Limited (the "**Company**") dated 27 October 2011 (the "**Announcement**") and the circular of the Company dated 29 November 2011 (the "**Circular**") in relation to the proposed rights issue of the Company in the proportion of four Rights Shares for every one existing Share held on the Record Date at the subscription price of HK\$0.08 per Rights Share (the "**Rights Issue**"). Unless provided otherwise, capitalized terms used in this announcement shall have the same meanings as those defined in the Announcement.

Pursuant to the terms and conditions of the First Series CB, due to the Company's issue or offer to the Shareholders the rights to subscribe for the Rights Shares (the "**Offer**"), the conversion price of the First Series CB has been adjusted to HK\$0.7431 per Share with effect from 17 January 2012.

Pursuant to the terms and conditions of the Second Series CB, due to the Offer, the conversion price of the Second Series CB has been adjusted to HK\$0.7161 per Share with effect from 17 January 2012.

Pursuant to the terms and conditions of the First Warrants, due to the Offer, the subscription price of the First Warrants has been adjusted to HK\$1.1110 per Share with effect from 17 January 2012.

Pursuant to the terms and conditions of the Second Warrant, due to the Offer, the subscription price of the Second Warrant has been adjusted to HK\$0.7161 per Share with effect from 17 January 2012.

Pursuant to the terms of the Share Option Scheme and the supplementary guidance attached to the letter issued by the Stock Exchange dated 5 September 2005 relating to share option schemes, due to the Offer, the exercise prices and numbers of the outstanding share options granted under the Share Option Scheme have been adjusted in the following manner with effect from 17 January 2012.

Date of grant	Before adjustment		After adjustment	
	Exercise price per Share (HK\$)	Number of Shares issuable pursuant to exercise of the outstanding share options	Exercise price per Share (HK\$)	Number of Shares issuable pursuant to exercise of the outstanding share options
6 March 2007	2.05	560,844	0.8076	1,423,680
15 March 2007	2.05	5,608,453	0.8076	14,236,842
21 March 2007	2.05	560,844	0.8076	1,423,680
16 April 2008	4.12	1,365,861	1.6231	3,467,185
22 May 2008	5.14	682,930	2.0249	1,733,591
10 June 2008	5.14	682,930	2.0249	1,733,591
21 December 2009	1.63	6,500,000	0.6422	16,499,992

By Order of the Board of
QIN JIA YUAN MEDIA SERVICES COMPANY LIMITED
LEUNG Anita Fung Yee Maria
Chief Executive Officer and Executive Director

Hong Kong, 20 January 2012

As at the date of this announcement, the Board consists of four executive directors: Dr. LEUNG Anita Fung Yee Maria (Chief Executive Officer), Mr. YIU Yan Chi, Bernard, Mr. TSIANG Hoi Fong and Mr. YEUNG Ching Wan (Chief Financial Officer); ten non-executive directors: Dr. Honourable WONG Yu Hong, Philip, GBS (Chairman), Mr. LIU Yuk Chi, David (Vice-Chairman), Mr. LAM Haw Shun, Dennis, JP, Ms. HO Chiu King, Pansy Catilina, Mr. FLYNN Douglas Ronald, Mr. OWYANG Loong Shui, Ivan, Mr. Stanley Emmett THOMAS, Mr. Lincoln PAN Lin Feng, Mr. Peter Alphonse ZALDIVAR and Dr. LIN Junbo; and three independent non-executive directors: Mr. LAU Hon Chuen, GBS, JP, Mr. HUI Koon Man, Michael, JP and Mr. Wayne CHOU.