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China Data Broadcasting Holdings Limited

(中華數據廣播控股有限公司) *

(incorporated in Bermuda with limited liability)

(Stock Code: 8016)

APPOINTMENT OF EXECUTIVE DIRECTORS

The Board is pleased to announce that Ms. Ping Shi was appointed as executive director of the Company with effect from 2 October 2007.

The Shares were suspended trading on the Stock Exchange with effect from 9:31 a.m. on 28 December 2004 and remain suspended pending further notice.

The Board of Directors (the “Board”) of China Data Broadcasting Holdings Limited (the “Company”) is pleased to announce that Ms. Ping Shi was appointed as executive directors with effect from 2 October 2007.

Ms. Ping Shi, aged 45, is the manager of the Department of Asset Operations Management of Sichuan Provincial Investment Group Co., Ltd in the PRC and the general manager of its subsidiaries. Ms. Shi obtained a Master degree in Managerial Economics from Nanyang Technological University in Singapore, a Master degree in Industrial Management Engineering from Chengdu University of Science and Technology and a Bachelor degree in Chemical Engineering from Hunan University in the PRC. She has over 22 years of experience in economics and engineering management.

Ms. Shi has entered into service agreement with the Company for a period of twelve months commencing on 2 October 2007 and the emolument is HKD60,000 per annum, which is determined by reference to Ms. Shi’s duties and experience. Ms. Shi is not related to any directors, senior management, management shareholders, substantial shareholders or controlling shareholders of the Company or any of its subsidiaries or any of their respective associates and does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. Save as disclosed above, the Company does not have any other matters that need to be brought to the attention of the holders of securities of the Company.

General

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For and on behalf of
China Data Broadcasting Holdings Limited
Yu Xiao
Chairman

Hong Kong, 2 October 2007

As at the date of this announcement, the executive directors of the Company are David Ji Long Fen, Yu Xiao, Tang Yun, Du Jun, Xiang Chao Yang and Wang Zhenhua and the independent non-executive directors of the Company are Jonathan Chan Ming Sun, Robert Ip Chun Chung and Sun Dongfeng.

This announcement, for which the directors of the Company 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 of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will appear on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for 7 days from the day of its posting thereon.

* *For identification purposes only*