

**PhillipMart Announces Pre-IPO Share Price of  
 Modern Media Holdings Limited (Stock code: 00072)**

(Hong Kong – 8 September 2009) **Phillip Securities (HK) Ltd.** (“Phillip Securities”) announced today the details of pre-IPO trading activities for shares of **Modern Media Holdings Limited** (“Company”; stock code: 00072) on PhillipMart, an automated electronic platform for pre-IPO shares trading.

Pre-IPO highest and lowest trading prices for the Company on PhillipMart were HK\$1.46 and HK\$1.34. The price closed at HK\$1.38 per share, 6.98% higher than its offer price of HK\$1.29. The price opened at HK\$1.46, with the most actively traded price of HK\$1.4 per share, and a turnover of 998,000 shares. The total trading volume reached 3,428,000 shares with total turnover of HK\$4,735,880.00. The final price of the Company’s shares, to debut trading tomorrow, has been fixed at HK\$1.29 per share.

**Pre-IPO price for shares of Modern Media Holdings Limited trading on PhillipMart:**

1. Open price	HK\$1.46
2. Highest trading price	HK\$1.46
3. Highest trading price vs. offer price	Up 13.18%
4. Lowest trading price	HK\$1.34
5. Lowest trading price vs. offer price	Up 3.86 %
6. Most actively traded price	HK\$1.4
7. Most actively traded price vs. offer price	Up 8.57 %
8. Volume of shares at most actively traded price	998,000 shares
9. Close price	HK\$1.38
10. Close price vs. offer price	Up 6.98 %

Price information is available on the left side of Phillip Securities homepage (<http://www.poems.com.hk/>) by entering the stock code of the Company. Price requests will be automatically processed by Phillip Securities’ free price system, providing instant prices of pre-IPO trading.

P 72 現代傳播 MODERN MEDIA	
現價	1.380
前收市價	1.290
開市價	1.460
最高	1.460
最低	1.340
升跌	+0.09
升跌 %	+6.98%
成交股數	3.42M
總成交	4.73M
價位	0.01/0.01
每手股數	2000
17:58	76K 1.370
17:59	24K 1.380
17:59	30K 1.370
17:59	6000 1.380
買	沽
1.330	1.370
10K(1)	20K(1)
20K(1)	70K(2)
10K(1)	226K(3)
66K(5)	236K(4)
2000(1)	60K(2)
買	沽
0004 0238 0851 0851	0950 0848 0167 0636
-1s -4s -9s -14s	+1s 0932 0302 0019
0891 0913	0213 0848 0635 0151
-2s -5s -10s -15s	0950 +4s +7s 0728
0023 0516	+2s 0023 0950 +9s
-3s -6s -11s -16s	0950 0213 0151 0656
0539 0188	0950 +5s +8s 0848
0851 -7s -12s -17s	0635 0077 0019 +10s
0353	+3s 0848 0077
0579 -8s -13s -18s	0950 +6s 0636 +11s
IPO PRICE	
\$1.29	
P 輝立交易場 PHILLIP MART	

Or click on the following website to access the price system directly: <http://www.cyberquote.com.hk/>

**About PhillipMart**

PhillipMart is the first and only trading platform licensed by the Securities and Futures Commission (SFC) to provide trading of pre-IPO shares prior to their official listing on the SEHK. The platform, which matches the buy and sell orders from Phillip Securities’ own clients and the broader market, is a unique service which allows investors to trade in a fair and open way with improved transparency and ease of use. PhillipMart has updated its **trading hours from 4:30pm to 6:00pm one business day prior to the official listing date** of the new shares, effective from Monday, 30 March 2009.

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