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## WISDOM HOLDINGS GROUP

智美控股集团

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 1661)**

### VOLUNTARY ANNOUNCEMENT

# EXECUTION OF THE EXCLUSIVE COOPERATION AGREEMENT BETWEEN WISDOM HOLDINGS GROUP AND CCTV SPORTS IN RELATION TO THE MARATHONS TO BE HELD EACH YEAR FROM 2014 TO 2018

This announcement is made by Wisdom Holdings Group (the “**Company**”, together with its subsidiaries, the “**Group**”) as a voluntary announcement to allow the public to understand the latest information of the Group.

The Board of the Company is pleased to announce that, the Group has entered into an exclusive cooperation agreement (“**Exclusive Cooperation Agreement**”) with CCTV Sports & Entertainment Co., Ltd. (“**CCTV Sports**”) in relation to the marathons with ten stations to be held each year from 2014 to 2018. As a wholly-owned company of China Central Television Station, CCTV Sports granted the Group the exclusive rights to negotiate with the local governments, the exclusive rights to events hosting and the exclusive rights to select the hosting venues regarding the marathons with ten stations each year. Moreover, CCTV Sports will collaborate with the Group for the production and live broadcasting of the selected competitions.

Pursuant to the Exclusive Cooperation Agreement, the rights and interests which the Group enjoys also include the operating rights in relation to live broadcasting of the competitions, exploration of new media and derivative products of the competitions, etc.

By order of the Board  
**Wisdom Holdings Group**  
**Ren Wen**  
*Chairlady and Executive Director*

Hong Kong, 2 January 2014

*As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie and Mr. Zhang Han, the non-executive directors of the Company are Mr. Jin Haitao, Mr. Wang Shihong and Mr. Xu Jiongwei and the independent non-executive directors of the Company are Mr. Wei Kevin Cheng, Mr. Ip Kwok On Sammy and Mr. Jin Guoqiang.*