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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**

## **ACQUISITION OF THE EXCLUSIVE RIGHTS TO THE WORLD CUP OF INTERNATIONAL DRAGON BOAT FEDERATION, CHINA LONGZHOU TOURNAMENT AND FIVE PROGRAMS OF CCTV**

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 acquired the exclusive operating rights to the World Cup of International Dragon Boat Federation (國際龍舟聯合會世界杯) for 2014 and the long-term exclusive operating rights to China Longzhou Tournament (中華龍舟大賽) from 2014 to 2018. The operating rights include the rights to TV broadcasting and events hosting, as well as the rights to negotiate for commercial sponsorship and cooperation with new media. The World Cup of International Dragon Boat Federation for 2014 will be held in China, which is the first time for China to hold a world-class competition as the origin of dragon boats. China Longzhou Tournament is sponsored by the Social Sports Direction Centre of General Administration of Sport of China (國家體育總局社會體育指導中心), Chinese Dragon Boat Association (中國龍舟協會) and the sports channel of China Central Television (中央電視台體育頻道). 128 professional teams will compete for the championship through eight stations of competitions held from January to December each year. China Longzhou Tournament is a top-class competition in China.

Meanwhile, due to the good performance of the operating contracts of the CCTV programs, through the conversation with China Central Television Advertising Center, the Group has acquired the exclusive rights to the advertising time slots for five programs for 2014, including “Oriental Horizon (東方時空)”, “World Express (國際時訊)”, “News Weekly (新聞周刊)” and “World Weekly (新聞周刊)” on CCTV-News and “Treasure Hunt

(尋寶)” on CCTV-1. In particular, there will be an increase in the air time and hence advertising time slots of “Treasure Hunt (尋寶)”.

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

Hong Kong, 12 November 2013

*As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie, Mr. Zhang Han, the non-executive directors of the Company are Mr. Jin Haitao, Mr. Wang Shihong, 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.*