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**Changhong Jiahua Holdings Limited**  
**(長虹佳華控股有限公司)\***

(Formerly known as 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)

**CHANGE OF COMPANY NAME**  
**CHANGE OF STOCK SHORT NAME**  
**AND**  
**CHANGE OF COMPANY LOGO**

The Board is pleased to announce that the English name of the Company has been changed from “China Data Broadcasting Holdings Limited” to “Changhong Jiahua Holdings Limited” and the Company has adopted the Chinese name of “長虹佳華控股有限公司” as the secondary name of the Company in place of “中華數據廣播控股有限公司”, both with effect from 18 February 2013.

The stock short names for trading in the Shares on the Stock Exchange will be changed from “CHINA DATACAST” to “CHANGHONG JH” in English and from “中華數據廣播” to “長虹佳華” in Chinese, both with effect from 18 February 2013. The stock code of the Company on the Stock Exchange will remain unchanged as “8016”.

Reference is made to the announcement of China Data Broadcasting Holdings Limited (now known as “Changhong Jiahua Holdings Limited”) (the “**Company**”) dated 23 April 2012 and the circular of the Company dated 12 December 2012 (the “**Circular**”) in relation to the proposed change of company name (the “**Change of Company Name**”). Unless the context otherwise requires, capitalized terms used herein shall have the same meanings as those defined in the Circular.

**CHANGE OF COMPANY NAME**

The Board is pleased to announce that a special resolution in relation to the Change of Company Name was duly passed by the Shareholders at the Special General Meeting held on 8 January 2013. The Certificate of Incorporation on Change of Name and the Certificate of Secondary Name were both issued by the Registrar of Companies in Bermuda on 15 January 2013 certifying respectively that the Company has changed its name and was registered as “Changhong Jiahua Holdings Limited” and registered with the secondary name “長虹佳華控股有限公司” on 14 January 2013.

\* *For identification purpose only*

The Certificate of Registration of Change of Corporate Name of Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 30 January 2013 certifying that the new name of the Company has been registered in Hong Kong under Part XI of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong).

The logo of the Company has also been changed accordingly.

## **CHANGE OF STOCK SHORT NAMES**

The stock short names for trading in the Shares on the Stock Exchange will be changed from “CHINA DATACAST” to “CHANGHONG JH” in English and from “中華數據廣播” to “長虹佳華” in Chinese, both with effect from 9:00 a.m. on 18 February 2013. The stock code of the Company on the Stock Exchange will remain unchanged as “8016”.

## **EFFECTS OF THE CHANGE OF COMPANY NAME**

The Change of Company Name will not affect any of the rights of the Shareholders. All existing certificates of securities in issue bearing the former name of the Company will continue to be evidence of title to such securities and remain valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of the existing Ordinary Share certificates of the Company for new Ordinary Share certificates bearing the new name of the Company.

By Order of the Board of  
**Changhong Jiahua Holdings Limited**  
**Yu Xiao**  
Chairman

Hong Kong, 7 February 2013

*As at the date of this announcement, the executive Directors are Mr. David Ji Long Fen, Mr. Yu Xiao, Mr. Tang Yun, Mr. Xiang Chao Yang, Mr. Wu Xiangtao, Mr. Rong Dong and Ms. Shi Ping and the independent non-executive Directors are Mr. Jonathan Chan Ming Sun, Mr. Robert Ip Chun Chung Mr. Sun Dongfeng and Mr. Cheng Yuk Kin.*

*This announcement, for which the Directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of the Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) 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 and on the website of the Company at <http://www.cdb-holdings.com.hk>.*