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Media Asia Group Holdings Limited

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8075)

CHANGE OF COMPANY NAME, LOGO, COMPANY'S WEBSITE AND CHANGE OF STOCK SHORT NAME

CHANGE OF COMPANY NAME AND LOGO

The English name of the Company has been changed from “Rojam Entertainment Holdings Limited” to “Media Asia Group Holdings Limited” and the Chinese name of “寰亞傳媒集團有限公司” has been registered as the secondary name of the Company with effect from 23 August 2011. The logo of the Company has also been changed accordingly.

CHANGE OF STOCK SHORT NAME AND COMPANY'S WEBSITE

The Shares will be traded on the Stock Exchange under the new stock short name of “MEDIA ASIA” in English and “寰亞傳媒” in Chinese with effect from 9:00 a.m. on 22 September 2011. The stock code of the Company as 8075 remains unchanged. The Company's website will be changed from “<http://www.rojam.com>” to “<http://www.maghl.com>” with effect from 19 September 2011 to reflect the Change of Company Name.

Reference is made to the circular (the “**Circular**”) of Media Asia Group Holdings Limited (formerly known as Rojam Entertainment Holdings Limited) (the “**Company**”) dated 21 July 2011 in relation to, among other things, the Proposed Change of Company Name. Capitalised terms used herein have the same meanings as those defined in the Circular unless otherwise specified.

CHANGE OF COMPANY NAME

The Board is pleased to announce that subsequent to the passing of a special resolution regarding the change of the Company's name by the Shareholders by way of poll at the AGM held on 20 August 2011, the Certificate of Incorporation on Change of Name and the Certificate of Secondary Name were issued by the Registrar of Companies in Bermuda on 26 August 2011 certifying that, on 23 August 2011, the name of the Company was changed and

registered as “Media Asia Group Holdings Limited” and the Chinese name of “寰亞傳媒集團有限公司” was registered as the secondary name of the Company (the “**Change of Company Name**”). 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 12 September 2011 confirming the registration of the Company under the new English name “Media Asia Group Holdings Limited” with the Chinese name “寰亞傳媒集團有限公司” in Hong Kong under Part XI of the Hong Kong Companies Ordinance. The logo of the Company has also been changed accordingly.

CHANGE OF STOCK SHORT NAME AND COMPANY’S WEBSITE

The English stock short name of the Company will be changed from “ROJAM” to “MEDIA ASIA” and the Chinese stock short name of “寰亞傳媒” will be adopted. The Shares will be traded on the Stock Exchange under the new stock short name with effect from 9:00 a.m. on 22 September 2011. The stock code of the Company as 8075 remains unchanged. The Company’s website will be changed from “<http://www.rojam.com>” to “<http://www.maghl.com>” with effect from 19 September 2011 to reflect the Change of Company Name.

EFFECT OF CHANGE OF COMPANY NAME

The Change of Company Name will not affect any right of the Shareholders. All existing share certificates in issue bearing the former name of the Company “Rojam Entertainment Holdings Limited” will continue to be evidence of title to the Shares and valid for trading, settlement, delivery and registration purposes. There will not be any arrangement for free exchange of the existing share certificate of the Company. With effect from 22 September 2011, new share certificates will be issued in the new name of the Company.

By Order of the Board
Media Asia Group Holdings Limited
Lui Siu Tsuen, Richard
Executive Director

Hong Kong, 19 September 2011

As at the date of this announcement, the Board comprises seven executive Directors, namely Dr. Lam Kin Ngok, Peter (Chairman), Mr. Yu Feng, Mr. Tang Jun (Chief Executive Officer), Mr. Lui Siu Tsuen, Richard, Mr. Chan Chi Kwong, Ms. Etsuko Hoshiyama and Mr. Chan Chi Ming, Alvin; and two independent non-executive Directors, namely Mr. Chan Chi Yuen and Mr. Zhang Xi.

This announcement, for which the Directors 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, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for at least 7 days from the date of its publication and on the website of the Company at <http://www.maghl.com>.