

enewmedia
e-NEW MEDIA COMPANY LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Code: 128)

APPOINTMENT ON INDEPENDENT NON-EXECUTIVE DIRECTOR

The Board of Directors (the "Board") of e-New Media Company Limited (the "Company") is pleased to announce that Mr. Ian Grant ROBINSON ("Mr. Robinson") has been appointed as an Independent Non-executive Director of the Company with effect from 1 September 2004.

Mr. Robinson, aged 65, heads up Robinson Management Limited, a consulting and management company. Prior to setting up his own firm in 1995, he has had 39 years of experience as a professional accountant and was a Senior Partner with Ernst and Young, one of the largest international accounting firms. He has been based in Hong Kong since 1980, servicing the Asian region, and has accounting experience in major countries around the world. He is the Chairman of Brek Energy Inc., a Nasdaq listed company and is a member of the Supervisory Board and the Executive Committee of the Hong Kong Housing Society. He was an Independent Non-executive Director of Global Tech (Holdings) Limited, a Hong Kong listed company, for the period from August 2003 to July 2004.

Mr. Robinson has no relationship with any Directors, senior management or substantial or controlling shareholders of the Company and does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

There is no service contract signed between Mr. Robinson and the Company. Mr. Robinson is subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the Articles of Association of the Company. Mr. Robinson will be entitled to a director's fee of HK\$240,000 per annum, which is determined by the Board with reference to his duties and responsibilities with the Company.

The Board would like to take this opportunity to welcome Mr. Robinson for joining the Company as an Independent Non-executive Director.

By order of the Board
e-New Media Company Limited
Joseph Wing Kong LEUNG
Chairman

Hong Kong, 1 September 2004

As at the date of this announcement, the Executive Directors of the Company are Mr. Joseph Wing Kong LEUNG (Chairman), Mr. James C. NG (Chief Executive Officer), Mr. Derek Wai Choi LEUNG and Mr. Wing Tung YEUNG and the Independent Non-executive Directors of the Company are Dr. Jen CHEN, Mr. Raymond Wai Pun LAU and Mr. Ian Grant ROBINSON.