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**enewmedia**  
**e-NEW MEDIA COMPANY LIMITED**  
(incorporated in Hong Kong with limited liability)

(Stock Code: 128)

**PROPOSED CHANGE OF NAME OF THE COMPANY**

The Board proposes to change the name of the Company to “ENM Holdings Limited 安寧控股有限公司” so as to better reflect the diversified businesses of the Company.

**PROPOSED CHANGE OF NAME**

The board of directors (the “Board”) of e-New Media Company Limited (the “Company”) proposes to change the English name of the Company from “e-New Media Company Limited” to “ENM Holdings Limited” and the Chinese name from “安寧數碼科技有限公司” to “安寧控股有限公司”. The proposed change of name is subject to (a) the passing of a special resolution by the shareholders of the Company (the “Shareholders”) at a general meeting of the Company; and (b) the approval by the Registrar of Companies in Hong Kong.

The Company and its subsidiaries are currently engaged in different lines of businesses including wholesale and retail of fashion wear and accessories, provision of telecommunications services, operation of recreational clubs and investment holding. The Board considers that the proposed new name will better reflect the diversified businesses of the Company.

The proposed change of name of the Company will not affect any of the rights of the existing Shareholders. All existing share certificates in issue bearing the present name of the Company will after the proposed change of name continue to be evidence of title to the shares of the Company and will be valid for trading, settlement and delivery for the same number of shares of the Company as if they were in the new proposed name of the Company. Any issue of share certificates thereafter will be in the Company’s new name. There will be no special arrangement for free exchange of the existing share certificates of the Company for new share certificates printed in the Company’s new name.

**GENERAL**

A circular containing details of the proposed change of name of the Company together with a notice convening the general meeting of the Company will be despatched to the Shareholders as soon as practicable. A further announcement will be made once the proposed change of name of the Company becomes effective.

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, the non-executive director is Mr. Raymond Wai Pun LAU, and the independent non-executive directors are Dr. Cecil Sze Tsung CHAO, Dr. Jen CHEN and Mr. Ian Grant ROBINSON.

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

Hong Kong, this 15th day of April 2005