

SIGNAL MEDIA ANNOUNCES ITS WHOLLY OWNED SUBSIDIARY CMM OPENS SPA CENTRES IN BEIJING AND SHANGHAI

(Hong Kong, 26 August 2007) ----- **Signal Media and Communications Holdings Limited** (HKEX code: 2362.HK) announced that its wholly owned subsidiary, **CMM International Group Limited ("CMM"/ "The Group")** has opened self-operated spa centers in Beijing and CMM Sanctuary in Shanghai, marking the kick-off of aggressive spa center expansion plan. CMM Sanctuary in Shanghai is partnered with renowned property developer China Vanke Group.

Ms. Cheng Ming Ming, Chairman of CMM said, "China Vanke Group's choice to cooperate with us is an important vote of confidence that reflects our professional team's ability to supply our customers with the spa services they are seeking. Spa operation is a strong and growing market for us, as we continue to cement our presence. Cosmetics services enter a new dimension in the PRC nowadays as the customers start to have their own needs and requirements towards spa services. Our expertise in building loyal customers becomes paramount importance."

"In order to seize the vast opportunities in the cosmetics market in the PRC, we accelerate our expansion plan for spa centers through different modes of cooperation including, partnership, self-operated shops as well as franchising. With the first partnership with China Vanke Group in place, we look forward to building even closer relationships with Vanke and on other hand look for opportunities to working with other famous property developers in the PRC in delivering turnkey spa solution."

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About Signal Media and Communications Holdings Limited

Signal Media and Communications Holdings Limited is a public company listed on the main board of Stock Exchange of Hong Kong (SEHK: 2362). It is principally engaged in beauty and cosmetics, property development, media and financial investment.

About CMM International Group Limited

CMM International Group Limited is wholly owned subsidiary of Signal Media. The CMM Group was founded by Ms. Cheng and is engaged principally in (i) the manufacturing and distribution of skin care and cosmetics products under the brand names "CMM", "FL" and "Monita" and the distribution of skin care and cosmetics products under the brand name "Fair Lady"; (ii) the operation of beauty schools; and (iii) the operation of beauty and spa salons, principally in the PRC. The CMM Group operates one beauty school and one hair school in Hong Kong and 18 schools in the PRC (outside Hong Kong). In addition, the CMM Group operates one hair salon and three beauty and spa salons in Hong Kong and one beauty and spa salon in Shanghai.