

**SIGNAL MEDIA ANNOUNCES  
ITS WHOLLY OWNED SUBSIDIARY CMM  
PARTICIPATION IN LARGE SCALE GUANGZHOU INTERNATIONAL BEAUTY EXPO  
EXCITING RESPONSE WAS RECEIVED**

(Hong Kong, 10 October 2007) ----- **Signal Media and Communications Holdings Limited** (HKEX Code: 2362.HK), announced that its wholly owned subsidiary, **CMM International Group Limited** has participated in "The 27<sup>th</sup> Guangzhou International Beauty and Cosmetic Import-Export Expo" held in Guangzhou last month. The exciting response received has brought the Group numerous new clients.

The Expo adopted "CMM Cheng Ming Ming's World of Professional Cosmetics and Beauty" as the theme. CMM occupied a total of six exhibition booths, stretching over 108 sq. meters floor space. The showings consisted of: 1) The charity events that CMM "Monita" has participated in; 2) The collaboration with CCTV-2, to be the one and only official cosmetic products supplier for the stars studded holiday TV program "Ding Jia You Nu Xi Yang Yang"; 3) The formation of "Royal Etiquette Class" hosted by international star Ms. Flora Cheung; 4) The introduction of French renowned high-end cosmetic brand "Fairlady" to the PRC market.

**Ms. Cheng Ming Ming, Chairman of CMM** said, "We are very happy to have the chance to participate in this large scale exhibition. Through this exhibition, we have successfully extended our Brand names to a wider group of professionals and customers. The Expo also allowed them to know more about CMM. "

There were approximately 3,000 entrepreneurs taking part in the Expo, spanning an area as large as 83,300 sq. meters. Statistics show that the turnover for the three-day exhibition comes to 29.76 billion Yuan in total, with almost 300,000 visitors recorded. The steadily climbing turnover and visitor numbers reflect the allurements of this Asia No.1 Exhibition.

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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.