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Television Broadcasts Limited

(Incorporated in Hong Kong with limited liability)

Stock Code: 00511

APPOINTMENT OF EXECUTIVE DIRECTOR AND EXECUTIVE COMMITTEE MEMBER

The Board of Television Broadcasts Limited is pleased to announce the appointment of Mr. Mark Lee Po On as an Executive Director of the Company and a member of the Executive Committee of the Board, both with effect from 24 March 2010.

The board of directors (“Board”) of Television Broadcasts Limited (“Company”) is pleased to announce the appointment of Mr. Mark Lee Po On (“Mr. Lee”) as an Executive Director of the Company and a member of the Executive Committee of the Board, both with effect from 24 March 2010.

Mr. Mark Lee Po On, aged 54, joined TVB in early 2007 as General Manager – Finance and Administration. He was promoted to Group General Manager in September 2009. Mr. Lee is a member of the Institute of Chartered Accountants in England and Wales and also a member of the Hong Kong Institute of Certified Public Accountants. During the period from 1977 to 1987, Mr. Lee worked with KPMG, an international accounting firm, in various offices including Hong Kong, Los Angeles and Shanghai. From 1988 to early 2007, Mr. Lee worked as an executive director of a listed consortium engaged in real estate, hotel, media, entertainment and retail business in Hong Kong and overseas. During 1992 to 1996, Mr. Lee also took up the position of director and CEO of Asia Television Limited which was a former affiliate of the consortium.

Mr. Lee has not held any directorship in the last three years in public companies the securities of which are listed on any securities market in Hong Kong and overseas prior to the date of his appointment.

Mr. Lee does not have any financial or family relationship with any Directors, senior management, or substantial or controlling shareholders of the Company. As at the date of this announcement, Mr. Lee does not hold any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Mr. Lee has entered into a three year service contract with the Company on 29 January 2010 as the Group General Manager commencing on 1 February 2010. Pursuant to the service contract, Mr. Lee is entitled to a remuneration package of HK\$4,000,000 per annum (inclusive of mandatory provident fund contributions and other emoluments) which has been approved by the Remuneration Committee of the Board having regard to his duties. The said remuneration package is inclusive of all services, including other titles, directorships and responsibilities, provided to the Board and its Committees, the Company and its subsidiaries and/or associated companies. He is entitled to receive discretionary bonus, subject to approval of the Remuneration Committee of the Board. He will be subject to retirement and election or re-election in accordance with the Company's articles of association.

Save as disclosed above, there is no other information which is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited nor are there any other matters that need to be brought to the attention of the Company's shareholders in respect of Mr. Lee's appointment as an Executive Director.

We would like to extend a warm welcome to Mr. Lee on joining the Board of the Company.

By Order of the Board
Adrian MAK Yau Kee
Company Secretary

Hong Kong, 24 March 2010

As at the date of this announcement and immediately following the appointment of Mr. Mark Lee Po On as an Executive Director of the Company, the Board of the Company comprises:

Sir Run Run SHAW, *G.B.M.* (Chairman) #

Dr. Norman LEUNG Nai Pang, *G.B.S., LL.D., J.P.* (Executive Deputy Chairman) *

Mona FONG (Deputy Chairperson and Managing Director, and Alternate Director to Sir Run Run SHAW) *

Christina LEE LOOK Ngan Kwan #

Dr. CHOW Yei Ching, *G.B.S.* #

Kevin LO Chung Ping #

Edward CHENG Wai Sun, *S.B.S., J.P.* ^

Chien LEE ^

Gordon SIU Kwing Chue, *G.B.S., J.P.* ^

Vivien CHEN Wai Wai ^

Mark LEE Po On*

Anthony LEE Hsien Pin (Alternate Director to Christina LEE LOOK Ngan Kwan)

* *Executive Directors*

Non-executive Directors

^ *Independent Non-executive Directors*