

**SIGNAL MEDIA ANNOUNCES
ITS WHOLLY OWNED SUBSIDIARY CMM
OPENED 5 SELF-OPERATED SPA CENTRES IN BEIJING AND SHANGHAI**

* * * *

**SEIZING BUSINESS OPPORTUNITIES
FROM THE FLOURISHING SPA INDUSTRY IN THE PRC**

(Hong Kong, 2 September 2007) ----- **Signal Media and Communications Holdings Limited** (HKEX Code: 2362.HK), announced that its wholly owned subsidiary, **CMM International Group Limited** opened three more self-operated CMM spa centres in Beijing and Shanghai. These new spa centres are in addition to the two announced last week, and represents continued rollout of CMM's spa expansion plan in the PRC.

Ms. Cheng Ming Ming, Chairman of CMM said, "We are seeing very high demand for branded spa services in the major cities underpinned by solid growth in the PRC economy. As the market develops we believe consumers will increasingly put their trust in established brands. CMM will be there to meet this demand."

Conveniently located in areas of high consumption such as hotels and luxury department stores, the new spa centres have an average shop area of about 2,000 square feet, all of which are designed to offer customers a comfortable and rewarding experience.

"These new centres bring the CMM spa experience to new market segments in a consistent and packaged product. It is an important part of our multi-pronged spa expansion program." **Ms. Cheng concluded.**

~end~

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.