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聯夢活力世界有限公司*

(Incorporated in the Cayman Islands with limited liabilities)
(Stock Code: 8100)

APPOINTMENT OF CHAIRMAN AND EXECUTIVE DIRECTOR, CHANGES OF AUTHORIZED REPRESENTATIVE AND COMPLIANCE OFFICER

The Board announces that Mr. Chi has been appointed as Chairman and Executive Director and Authorized Representative and Compliance Officer of the Company with effect from 8 July 2010. Ms. Li ceased as Authorized Representative and Compliance Officer of the Company with effect from 8 July 2010.

The board (the "Board") of directors (each a "Director") of M Dream Inworld Limited (the "Company") is pleased to announce that Mr. Chi Chi Hung, Kenneth ("Mr. Chi") has been appointed as Chairman and Executive Director and Authorized Representative and Compliance Officer of the Company with effect from 8 July 2010. Ms. Li Fang Hong ("Ms. Li") ceased as Authorized Representative and Compliance Officer of the Company with effect from 8 July 2010.

Mr. Chi

Mr. Chi, aged 41, has over 18 years of experience in accounting and financial control area. He holds a Bachelor of Accountancy Degree from the Hong Kong Polytechnic University and is a fellow member of Association of Chartered Certified Accountants in the United Kingdom, an associate member of the Hong Kong Institute of Certified Public Accountants, an associate member of the Hong Kong Institute of Chartered Secretaries and an associate member of the Institute of Chartered Secretaries and Administrators in the United Kingdom. Mr. Chi is an executive director of Hua Yi Copper Holdings Limited and China Grand Forestry Green Resources Group Limited, both of which are listed on the main board of the Stock Exchange of Hong Kong Limited ("the **Stock Exchange**"). He is also an independent non-executive director of ZMAY Holdings Limited and Aurum Pacific (China) Group Limited, both of which are listed on the Growth Enterprise Market of the Stock Exchange.

^{*} for identification purposes only

Mr. Chi is not connected with any Directors, senior management, substantial shareholders or controlling shareholders of the Company (within the meaning of the Rules (the "GEM Listing Rules") Governing the Listing of Securities on the Growth Enterprise Market (the "GEM") of the Stock Exchange. As at the date of this announcement, Mr. Chi does not have any interests in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr. Chi did not hold any positions in the Company or any of its subsidiaries and did not hold any directorships in any other listed companies on the Stock Exchange and any other stock exchanges in the three years preceding the date of this announcement except that as abovementioned.

There is no service contract entered into between the Company and Mr. Chi. Mr. Chi has not been appointed for a specific term and his appointment is subject to retirement by rotation and/or re-election in accordance with the articles of association of the Company. Mr. Chi's director remuneration is to be determined later by the Remuneration Committee of the Company.

Save as disclosed above, there are no other matters about the appointment of Mr. Chi as Chairman and Executive Director and Authorized Representative and Compliance Officer of the Company which are required to be disclosed pursuant to paragraphs (h) to (v) of Rule 17.50(2) of the GEM Listing Rules, nor are there other matters that need to be brought to the attention of the shareholders of the Company. The Board would like to take this opportunity to express its warmest welcome to Mr. Chi for his joining to the Board.

By order of the Board

M Dream Inworld Limited

Li Fang Hong

Managing Director

Hong Kong, 8 July 2010

As at the date of this announcement, the Board of Directors consists of Mr. Chi Chi Hung, Kenneth, Mr. Rong Hsu and Ms. Li Fang Hong being the Executive Directors, Mr. Billy B Ray Tam, Mr. Cho Chun Wai and Ms. Zhao Yang, being the Independent Non-executive Directors.

This announcement, for which the directors of the issuer collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the issuer. The directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at http://www.hkgem.com on the "Latest Company Announcements" page for at least 7 days from the date of its publication and on the website of the Company.