PRESS RELEASE

Ministry Of Culture Amends Internet Culture Rules

The Ministry of Culture has amended the "Interim Provisions on the Administration of Internet Culture" which will come into operation on 1 April 2011. The amended Provisions insert new rules governing online games such that an applicant for an online game business must possess at least RMB10 million registered capital. An operator engaging in internet cultural works who alters the organization's name, his website's name, web address, legal representative, registered address, business venue, registered capital, shareholding or licensed business scope must complete the alteration procedures with the provincial, autonomous regional and municipal authority in his area within 20 days after the alteration is initiated. The "Interim Provisions on the Administration of Internet Culture" which were formulated on 10 May 2003 as amended on 1 July 2004 will be repealed at the same time.

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