Rule 3.19A.1

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	**China Integrated Media Corporation Limited**
ABN	**132 653 948**

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Con Unerkov
Date of appointment	08 August 2008

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
300,000 Ordinary Fully Paid Shares (of which 200,000 are in escrow until 25 February 2015)

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest.	**Number & class of Securities**
Jademan International Limited (Tidewell Limited holds 49% of Jademan International Limited. Mr. Con Unerkov holds 49% of Tidewell Limited through his wholly owned entity, Intek Solutions Pty Ltd)	11,213,734 Ordinary Fully Paid Shares (of which 10,863,734 are in escrow until 25 February 2015)
Intek Solution Pty Ltd (Intek Solution Pty Ltd is wholly owned by Mr. Con Unerkov)	260,000 Ordinary Fully Paid Shares (of which 10,000 are in escrow until 25 February 2015)
Unerkov Enterprises Pty Ltd (Unerkov Enterprises Pty Ltd is wholly owned by Mr. Con Unerkov)	10,000 Ordinary Fully Paid Shares (in escrow until 25 February 2015)

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	In July 2011, China Integrated Media Corporation entered into a Lottery Rights Agreement with Tidewell Limited, a company where Mr Con Unerkov holds 49% equity interests through his wholly owned entity, Intek Solutions Pty Ltd. This Lottery Rights Agreement transfers the right to manage and operate lottery outlets in one province / municipality in China.
Nature of interest	Ordinary Shares in the Company to be issued upon fulfilling certain conditions of open lottery outlets
Name of registered holder (if issued securities)	Tidewell Limited (Mr. Con Unerkov holds 49% of Tidewell Limited through his wholly owned entity, Intek Solutions Pty Ltd)

+ See chapter 19 for defined terms.

No. and class of securities to which interest relates	5,000,000 Ordinary Fully Paid Shares upon the opening of the first outlet; 25,000 Ordinary Fully Paid Shares for each outlet opened over a period of 3 years from the earlier of the date of opening the first outlet and 31 March 2012; and Deferred Performance Shares calculated based on 3 times the annualised earnings at an issue price of 30 days average of the then closing price. Annualised earnings is defined as the average earnings for a period of three years from the earlier of the date of opening the first outlet and 31 March 2012. Average earnings is defined as all revenue / sales from all the outlets less all direct costs of outlets operations. The payout of these Shares shall be within 60 days from the end date of the three year period. The Shares to be allotted above are escrowed for 24 months from the date of quotation (25 February 2013) and also subject to shareholders approval.

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