

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. Potential investors should read the prospectus dated 25 June 2008 (the “Prospectus”) issued by SinoMedia Holding Limited (“the Company”) for detailed information about the Hong Kong Public Offering described below before deciding whether or not to invest in the shares being offered.

This announcement is not an offer of securities of the Company for sale in the United States. Securities may not be offered or sold in the United States without registration or an exemption from registration under the United States Securities Act of 1933, as amended. There is not and it is currently not intended for there to be any public offering of securities of the Company in the United States.

The Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”) and Hong Kong Securities Clearing Company Limited (“HKSCC”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

In connection with the Global Offering, Morgan Stanley Asia Limited and/or its affiliates or any person acting for it (the “Stabilizing Manager”), on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilizing or maintaining the market price of the Offer Shares at a level higher than that which might otherwise prevail for a limited period after the commencement of trading in the Shares on the Hong Kong Stock Exchange. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it to do this. Such stabilization may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Such stabilization, if commenced, will be conducted at the absolute discretion of the Stabilizing Manager or any person acting for it and may be discontinued at any time, and must be brought to an end after a limited period. The details of the intended stabilization and how it will be regulated under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) are contained in the Prospectus. The number of Shares being offered in the Global Offering may be increased up to an aggregate of 20,910,000 Shares through the exercise of the Over-allotment Option granted to the International Underwriters by the Company and the Selling Shareholder exercisable by the Joint Global Coordinators) on behalf of the International Underwriters to, among other things, cover over-allocations (if any) in the International Offering, which option is exercisable at any time from the day on which trading of the Shares commences on the Hong Kong Stock Exchange until 30 days after the last day for lodging applications under the Hong Kong Public Offering. In the event that such Over-allotment Option is exercised, a press announcement will be made.

Unless otherwise defined in this announcement, terms defined in the Prospectus have the same meanings when used in this announcement.

CTV 中視金橋
SINOMEDIA HOLDING LIMITED
中視金橋國際傳媒控股有限公司
(incorporated in Hong Kong with limited liability)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	:	139,400,000 Shares (subject to adjustment and the Over-allotment Option)
Number of Hong Kong Offer Shares	:	13,940,000 Shares (subject to adjustment)
Number of International Offer Shares	:	125,460,000 Shares (subject to adjustment and the Over-allotment Option)
Maximum Offer Price	:	HK\$3.48 per Offer Share plus brokerage of 1%, SFC transaction levy of 0.004% and the Hong Kong Stock Exchange trading fee of 0.005% (payable in full on application and subject to refund)
Nominal Value	:	HK\$0.0003125 per Share
Stock Code	:	623

Joint Global Coordinators, Joint Bookrunners, Joint Sponsors and Joint Lead Managers

Morgan Stanley

CAZENOVE
Cazenove Asia Limited

An application has been made to the Listing Committee of the Hong Kong Stock Exchange for the granting of the listing of, and permission to deal in, the Shares in issue, the Offer Shares (including any Shares which may be sold by the Company and the Selling Shareholder pursuant to the exercise of the Over-allotment Option, as described in the Prospectus) and any Shares which may be issued pursuant to the exercise of the options which may be granted under the Pre-IPO Scheme and the Post-IPO Scheme. Dealings in the Shares on the Hong Kong Stock Exchange are expected to commence on Tuesday, 8 July 2008. Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, the **WHITE** or **YELLOW** Application Forms and the designated website for **White Form eIPO** www.eipo.com.hk. It should be noted that **multiple applications or suspected multiple applications or any application for more than 6,970,000 Shares, being 50% of the Hong Kong Offer Shares initially offered for public subscription in the Hong Kong Public Offering, will be rejected**. Only one application on a **WHITE** or **YELLOW** Application Form or by way of giving **electronic application instructions** to HKSCC or the **White Form eIPO** Service Provider under the **White Form eIPO** service through the designated website www.eipo.com.hk may be made for the benefit of any person. Applicants for any Hong Kong Offer Shares are required to undertake and confirm that they or the relevant beneficial owner(s) have not applied for or taken up, or indicated an interest for, and will not apply for or take up, or indicate an interest for, any International Offer Shares. Subject to the granting of the listing of, and permission to deal in, the Shares on the Hong Kong Stock Exchange as well as compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in Central Clearing and Settlement System (“CCASS”) with effect from the commencement date of dealings in the Shares on the Hong Kong Stock Exchange or such other date as may be determined by HKSCC. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time.

The Company is initially offering 13,940,000 Hong Kong Offer Shares for subscription by the public in Hong Kong at the maximum offer price, representing approximately 10% of the total number of Offer Shares initially available under the Global Offering. The allocation of the Shares between the Hong Kong Public Offering and the International Offering is subject to adjustment as stated in the paragraph headed “The Hong Kong Public Offering — Reallocation” under the section in the Prospectus entitled “Structure and Conditions of the Global Offering”.

In connection with the Global Offering, the Stabilizing Manager, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilizing or maintaining the market price of the Offer Shares at a level higher than that which might otherwise prevail for a limited period after the commencement of trading in the Shares on the Hong Kong Stock Exchange. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it to do this. Such stabilization may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Such stabilization, if commenced, will be conducted at the absolute discretion of the Stabilizing Manager or any person acting for it and may be discontinued at any time, and must be brought to an end after a limited period. The details of the intended stabilization and how it will be regulated under the Securities and Futures Ordinance are contained in the Prospectus. The number of Shares being offered in the Global Offering may be increased up to an aggregate of 20,910,000 Shares through the exercise of the Over-allotment Option granted to the

International Underwriters by the Company and the Selling Shareholder exercisable by the Joint Global Coordinators), on behalf of the International Underwriters to, among other things, cover over-allocations (if any) in the International Offering, which option is exercisable at any time from the day on which trading of the Shares commences on the Hong Kong Stock Exchange until 30 days after the last day for lodging applications under the Hong Kong Public Offering. In the event that such Over-allotment Option is exercised, a press announcement will be made.

Acceptance of all applications for the Hong Kong Offer Shares pursuant to the Hong Kong Public Offering is conditional on the conditions as stated in the paragraph headed “Conditions of the Hong Kong Public Offering” in the section entitled “Structure and Conditions of the Global Offering” in the Prospectus. The Offer Price is expected to be fixed by agreement between the Joint Global Coordinators, on behalf of the Underwriters, the Selling Shareholder and the Company on Wednesday, 2 July 2008 and, in any event, no later than Monday, 7 July 2008. Investors applying for Hong Kong Offer Shares under the Hong Kong Public Offering must pay, on application, the maximum Offer Price of HK\$3.48 for each Hong Kong Offer Share together with brokerage of 1%, Hong Kong Stock Exchange trading fee of 0.005% and SFC transaction levy of 0.004% on each Hong Kong Offer Share. The Joint Global Coordinators, on behalf of the Underwriters, may with the consent of the Company, reduce the number of Offer Shares and/or reduce the indicative Offer Price range below that stated in the Prospectus (which is HK\$2.63 to HK\$3.48 per Share) at any time on or prior to the morning of the last day for lodging applications under the Hong Kong Public Offering. In such a case, an announcement of the reduction of the number of Offer Shares and/or the indicative Offer Price range will be published in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese), as soon as practicable following the decision to make such reduction, and in any event not later than the morning of the day which is the last day for lodging applications under the Hong Kong Public Offering. If applications pursuant to the Hong Kong Public Offering have been submitted prior to the day which is the last day for lodging applications under the Hong Kong Public Offering, then even if the number of Offer Shares and/or indicative Offer Price range is so reduced, such applications cannot be subsequently withdrawn. If, for any reason, the Offer Price is not agreed between the Selling Shareholder, the Company and the Joint Global Coordinators (on behalf of the Underwriters), the Global Offering will not proceed.

If the Global Offering does not become unconditional, all application monies received from applicants under the Hong Kong Public Offering will be refunded, without interest, on the terms set out under the paragraph headed “Refund of Application Monies” in the section entitled “How to Apply for Hong Kong Offer Shares” in the Prospectus. A refund without interest, will be made in the event that the Offer Price is less than the offer price per Share initially paid and in respect of wholly or partially unsuccessful applications. Applicants for 1,000,000 Hong Kong Offer Shares or more who have elected to collect their (where relevant) refund cheques and/or (where relevant) share certificates in person may do so from the Company’s Share Registrar, Computershare Hong Kong Investor Services Limited, Shops 1712–1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Monday, 7 July 2008 or any other place and date notified by the Company in the newspaper as the place and date of despatch of share certificates and refund cheques. Applicants being individuals who opt for personal collection must not authorise any other person to make collection on their behalf. You must show identification documents (which must be acceptable to Computershare Hong Kong Investor Services Limited) to collect your (where relevant) refund cheque(s) and/or (where relevant) share certificate(s). Applicants being corporations which opt for personal collection must attend by their authorised

representatives each bearing a letter of authorisation from such corporation stamped with the corporation's chop. Both individuals and authorised representatives (if applicable) must produce at the time of collection evidence of identity acceptable to Computershare Hong Kong Investor Services Limited. Uncollected share certificates and/or refund cheques will be despatched promptly thereafter by ordinary post at the applicants' own risk to the addresses specified in the **WHITE** or **YELLOW** Application Forms or in the applications under **White Form eIPO**. For enquires, please call the hotline of Computershare Hong Kong Investor Services Limited at (852)-2862-8555.

In relation to applicants who have applied for less than 1,000,000 Shares, or applicants who have applied for 1,000,000 or more Shares but have not elected to collect their (where relevant) refund cheque(s) and/or (where relevant) Share certificate(s) in person, their refund cheque(s) (where relevant) and/or Share certificate(s) (where relevant) will be sent by ordinary post at the applicants' own risk to the addresses specified in the **WHITE** or **YELLOW** Application Forms or in the applications under **White Form eIPO** on or around Monday, 7 July 2008.

Applicants who would like to be allotted Hong Kong Offer Shares in their own names should (i) complete and sign the **WHITE** application forms or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service. Applicants who would like to have the allotted Shares issued in the name of HKSCC Nominees Limited and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms, copies of which, together with the Prospectus, may be obtained during normal business hours from 9:00 a.m. on Wednesday, 25 June 2008 until 12:00 noon on Monday, 30 June 2008 at the Depository Counter of HKSCC at 2/F, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have such Application Forms and Prospectus available, or (ii) give **electronic application instructions** to HKSCC via CCASS.

Share certificates will only become valid certificates of title provided that, not later than 8:00 a.m. on Tuesday, 8 July 2008 the Hong Kong Public Offering has become unconditional in all respects and neither of the Underwriting Agreements has been terminated in accordance with its terms.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during business hours from 9:00 a.m. on Wednesday, 25 June 2008 until 12:00 noon on Monday, 30 June 2008 from:

Any of the following addresses of the Hong Kong Underwriters:

Morgan Stanley Asia Limited, 30th Floor, Three Exchange Square, Central, Hong Kong

Cazenove Asia Limited, 50th Floor, One Exchange Square, 8 Connaught Place, Central, Hong Kong

CCB International Capital Limited, Suite 3408, 34th Floor, Two Pacific Place, 88 Queensway, Admiralty, Hong Kong

China Everbright Securities (HK) Limited, 36th Floor, Far East Finance Centre, 16 Harcourt Road, Hong Kong

First Shanghai Securities Limited, 19th Floor, Wing On House, 71 Des Voeux Road Central, Hong Kong

or any of the following branches of:

Industrial and Commercial Bank of China (Asia) Limited:

Hong Kong Island:

Queen's Road Central Branch	122–126 Queen's Road Central, Central
Quarry Bay Branch	G/F, 1036–1040 King's Road, Quarry Bay
Wanchai Road Branch	G/F, 103–103A Wan Chai Road, Wan Chai

Kowloon:

Kwun Tong Branch	G/F., Lemmi Centre, 50 Hoi Yuen Road, Kwun Tong
Mei Foo Branch	Shop N95A, 1/F., Mount Sterling Mall, Mei Foo Sun Chuen
Tsimshatsui East Branch	Shop B, G/F., Railway Plaza, 39 Chatham Road South, Tsimshatsui

New Territories:

Tseung Kwan O Branch	Shop Nos. 2011–2012, Level 2, Metro City, Plaza II, 8 Yan King Road, Tseung Kwan O
Yuen Long Branch	G/F., 197–199 Castle Peak Road, Yuen Long
Sha Tsui Road Branch	Shop 4, G/F., Chung On Building, 297–313 Sha Tsui Road, Tsuen Wan

Standard Chartered Bank (Hong Kong) Limited:

Hong Kong Island:

Des Voeux Road Branch	Standard Chartered Bank Building, 4–4A, Des Voeux Road Central, Central
Hennessy Road Branch	399 Hennessy Road, Wanchai
Causeway Bay Branch	G/F, Yee Wah Mansion, 38–40A Yee Wo Street, Causeway Bay
North Point Centre Branch	North Point Centre, 284 King's Road, North Point

Kowloon:

Kwun Tong Branch	1A Yue Man Square, Kwun Tong
Mongkok Branch	Shop B, G/F, 1/F & 2/F, 617–623 Nathan Road, Mongkok
68 Nathan Road Branch	Basement, Shop B1, G/F Golden Crown Court, 66-70 Nathan Road, Tsimshatsui

New Territories:

Tsuen Wan Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan
City One Shatin Branch	Shop 30–33, G/F, Ngan Shing Comm. Centre, City One Shatin

Both **WHITE** and **YELLOW** Application Forms completed in all respects (to which cheques or banker's cashier orders should be crossed "Account Payee Only" and made payable to "ICBC (Asia) Nominee Limited — SinoMedia Public Offer" and securely stapled) should be deposited in the special collection boxes provided at the branches of Industrial and Commercial Bank of

China (Asia) Limited and Standard Chartered Bank (Hong Kong) Limited referred to above at the following times on the following dates:

Wednesday, 25 June 2008 — 9:00 a.m. to 4:30 p.m.
Thursday, 26 June 2008 — 9:00 a.m. to 4:30 p.m.
Friday, 27 June 2008 — 9:00 a.m. to 4:30 p.m.
Saturday, 28 June 2008 — 9:00 a.m. to 1:00 p.m.
Monday, 30 June 2008 — 9:00 a.m. to 12:00 noon

Applications by Means of White Form eIPO Service

Applicants applying by **White Form eIPO** may submit applications to the **White Form eIPO** Service Provider through the designated website **www.eipo.com.hk** from 9:00 a.m. on Wednesday, 25 June 2008 until 11:30 a.m. on Monday, 30 June 2008 (24 hours daily, except on the last application day). The latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Monday, 30 June 2008, the last application day. Applicants will not be permitted to submit applications to the **White Form eIPO** Service Provider after 11:30 a.m. on the last application day. If you have already submitted your application and obtained an application reference number from the website prior to 11:30 a.m., you will be permitted to continue the application process (by completing payment of application monies) until 12:00 noon on the last day for submitting applications, when the application lists close.

Applications by giving electronic application instructions to HKSCC

Investors can apply for Shares by giving **electronic application instructions** to HKSCC as follows:

1. CCASS Investor Participants can give **electronic application instructions** to HKSCC through the CCASS Phone System by calling 2979 7888 or through the CCASS Internet System (<https://ip.ccass.com>) (using the procedures contained in “An Operating Guide for Investor Participants” of HKSCC in effect from time to time). HKSCC can also input **electronic application instructions** on behalf of CCASS Investor Participants if they go to the Customer Service Centre of HKSCC at 2/F Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong and complete an input request form. Prospectuses are also available for collection at the Customer Service Centre of HKSCC; and
2. those who are not CCASS Investor Participants can instruct their brokers or custodians who are CCASS Clearing Participants or CCASS Custodian Participants to give **electronic application instructions** to HKSCC via CCASS terminals to apply for Shares on their behalf.

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

Wednesday, 25 June 2008 — 9:00 a.m. to 8:30 p.m.⁽¹⁾
Thursday, 26 June 2008 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
Friday, 27 June 2008 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
Saturday, 28 June 2008 — 8:00 a.m. to 1:00 p.m.⁽¹⁾
Monday, 30 June 2008 — 8:00 a.m.⁽¹⁾ to 12:00 noon

(1) These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Wednesday, 25 June 2008 until 12:00 noon on Monday, 30 June 2008 (24 hours daily, except on the last application day).

Subject to the terms and conditions set out in the Prospectus and the Application Forms relating thereto, applications must be received no later than 12:00 noon on Monday, 30 June 2008 (or if the application lists are not open on that day, then by 12:00 noon on the next business day the lists are open). Please see the section entitled “How to Apply for Hong Kong Offer Shares” in the Prospectus for further details. No temporary documents or evidence of title will be issued. No receipt will be issued for application monies.

The application lists will open from 11:45 a.m. to 12:00 noon on Monday, 30 June 2008 (or such later date as may apply in the case of a tropical cyclone warning signal No. 8 or above or a “black” rainstorm warning signal being in force as described in the section headed “How to Apply for Hong Kong Offer Shares” in the Prospectus).

The total number of Hong Kong Offer Shares being offered under the Hong Kong Public Offering (after taking account of any reallocation referred to below) is to be divided equally into two pools for allocation purposes: pool A and pool B. Accordingly, the maximum number of Hong Kong Offer Shares initially comprised in pool A and pool B will be 6,970,000 and 6,970,000 respectively. The Shares in pool A will be allocated on an equitable basis to applicants who have applied for Shares with an aggregate price of HK\$5 million (excluding the brokerage, SFC transaction levy and Hong Kong Stock Exchange trading fee payable) or less. The Shares in pool B will be allocated on an equitable basis to applicants who have applied for Shares with an aggregate price of more than HK\$5 million (excluding the brokerage, Hong Kong Stock Exchange trading fee and SFC transaction levy payable). Investors should be aware that applications in pool A and applications in pool B may receive different allocation ratios. If Shares in one (but not both) of the pools are undersubscribed, the surplus Shares will be transferred to the other pool to satisfy demand in this other pool and be allocated accordingly. For the purpose of this paragraph only, the “price” of Shares means the price payable on application therefor (without regard to the Offer Price as finally determined). Applicants can only receive an allocation of Shares from either pool A or pool B but not from both pools.

If applicants apply for Hong Kong Offer Shares using a **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC and their applications are wholly or partially successful, their Share certificate(s) will be issued in the name of HKSCC Nominees Limited and deposited into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants as instructed by them in their **YELLOW** Application Forms or **electronic application instructions** given to HKSCC at the close of business on Monday, 7 July 2008, or under contingent situation, on any other date as shall be determined by HKSCC or HKSCC Nominees Limited. If applicants are applying through a designated CCASS Participant (other than a CCASS Investor Participant), they can check the number of Hong Kong Offer Shares allocated to them and (if applicants have instructed a CCASS Clearing/Custodian Participant to give **electronic application instructions** on their behalf), if applicable, the amount of refund money payable to them with that CCASS Participant. If applicants are applying as a CCASS Investor Participant, they should check the announcement published by the Company and report any discrepancies to HKSCC before 5:00 p.m. on Monday, 7 July 2008 or such other date as shall be determined by HKSCC or HKSCC Nominees Limited. Immediately after the credit of the Hong Kong Offer Shares to their stock accounts, applicants can check their new account balance via the CCASS Phone System and the CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC will also make available to CCASS Investor Participants an activity statement showing the number of Hong Kong Offer Shares credited to their stock accounts and (if CCASS Investor Participants are applying by giving **electronic application instructions** to HKSCC) the amount of refund monies credited to their designated bank accounts.

It is expected that the Offer Price, the level of applications in the Hong Kong Public Offering, the level of indications of interest in the International Offering, the results of applications and the basis of allotment of Hong Kong Offer Shares, and the Hong Kong Identity Card/Passport/Business Registration numbers of successful applicants will be published or made available on Monday, 7 July 2008.

The Company expects to announce indication of levels of interest in the International Offering, levels in the applications of the Hong Kong Public Offer and the basis of allotment of the Hong Kong Offer Shares on Monday, 7 July 2008 in the South China Morning Post (in English) and the Hong Kong Economics Times (in Chinese).

Results of allocations of the Hong Kong Public Offering, and the Hong Kong Identity Card/passport/Hong Kong business registration numbers of successful applicants (where appropriate) will be made available through various channels as described in the section headed "How to apply for the Hong Kong Offer Shares — Publication of Results" in the Prospectus on Monday, 7 July 2008.

Dealings in the Offer Shares on the Hong Kong Stock Exchange are expected to commence on Tuesday, 8 July 2008.

On behalf of the Board

Chen Xin

Chairman

Hong Kong, 25 June 2008

As at the date of this announcement, our Chairman and executive Director is Chen Xin, our executive Directors are Liu Jinlan and Li Zongzhou, our non-executive Directors are Zhu Jia and Huang Jingsheng and our Independent Non-executive Directors are Ding Junjie, Qi Daqing and Chen Tianqiao.

*Please also refer to the published version of this announcement in **South China Morning Post**.*