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*Unless otherwise defined herein, terms used in this Announcement shall have the same meanings as those defined in the prospectus dated June 25, 2008 (the "Prospectus") issued by the Company.*



## **SINOMEDIA HOLDING LIMITED**

**中視金橋國際傳媒控股有限公司**

*(incorporated in Hong Kong with limited liability)*

**(Stock code: 623)**

### **ANNOUNCEMENT PARTIAL EXERCISE OF OVER-ALLOTMENT OPTION**

The Company announces that the Over-Allotment Option referred to in the Prospectus has been partially exercised by the Joint Global Coordinators on behalf of the International Underwriters on July 30, 2008 in respect of an aggregate of 15,430,000 Shares, representing approximately 11.1% of the Shares initially offered under the Global Offering.

The 15,430,000 Shares will be issued and allotted by the Company and sold by the Selling Shareholder at HK\$2.63 per Share (excluding brokerage fee of 1%, SFC transaction levy of 0.004% and Hong Kong Stock Exchange trading fee of 0.005%), being the Offer Price per Share in connection with the Global Offering.

The Company announces that the Over-Allotment Option referred to in the Prospectus has been partially exercised by the Joint Global Coordinators on behalf of the International Underwriters on July 30, 2008 in respect of an aggregate of 15,430,000 Shares (the "Over-Allotment Shares"), representing approximately 11.1% of the Shares initially offered under the Global Offering.

13,887,000 Shares will be issued and allotted by the Company and 1,543,000 Shares will be sold by the Selling Shareholder at HK\$2.63 per Share (excluding brokerage fee of 1%, SFC transaction levy of 0.004% and Hong Kong Stock Exchange trading fee of 0.005%), being the Offer Price per Share in connection with the Global Offering.

The Over-Allotment Shares will be used solely to cover over-allocations in the International Offering. Immediately after the issue by the Company and the sale by the Selling Shareholder of the Over-Allotment Shares, approximately 27.1% of the issued share capital of the Company will be held in public hands.

Listing of and permission to deal in the Over-Allotment Shares have already been granted by the Listing Committee of the Hong Kong Stock Exchange.

The shareholding structure of the Company immediately before and immediately after the issue by the Company and sale by the Selling Shareholder of the Over-Allotment Shares are as follows:

<b>Beneficial shareholders</b>	<b>Immediately before the issue and sale of the Over-Allotment Shares</b>		<b>Immediately after the issue and sale of the Over-Allotment Shares</b>	
	<b>Number of shares</b>	<b>Approximate % of issued share capital</b>	<b>Number of shares</b>	<b>Approximate % of issued share capital</b>
Golden Bridge International Culture Limited (Cayman Islands)	205,484,513	36.9%	203,941,513	35.7%
Merger Holding Service Company Limited (British Virgin Islands)	25,921,344	4.6%	25,921,344	4.5%
United Marine Enterprise Company Limited (British Virgin Islands)	25,921,344	4.6%	25,921,344	4.5%
Digital Finance Service Company Limited (British Virgin Islands)	21,565,308	3.9%	21,565,308	3.8%
SinoMedia Investment Ltd. (Cayman Islands)	21,565,312	3.9%	21,565,312	3.8%
Bain Capital CTVGB Holding Ltd. (Cayman Islands)	117,624,579	21.1%	117,624,579	20.6%
Public shareholders	139,400,000	25.0%	154,830,000	27.1%
Total issued share capital of the Company	557,482,400	100.00%	571,369,400	100.00%

The Company will receive additional net proceeds of approximately HK\$35.1 million and the Selling Shareholder will receive additional net proceeds of approximately HK\$3.9 million after the issue or sale of the Over-Allotment Shares, after deducting the underwriting commissions and incentive fees payable by the Company or the Selling Shareholder. Please refer to the section “Future Plans and Use of Proceeds” in the Prospectus for information on the intended use of proceeds.

On behalf of the Board

**Chen Xin**  
*Chairman*

Hong Kong, July 30, 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.*