



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 UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The board of directors (the "**Board**") of SinoMedia Holding Limited (the "**Company**") has noted today's increase in the price and in the trading volume of the shares of the Company. Save as disclosed in the share buyback report dated 23 September 2008, the Board wishes to state that the Board is not aware of any reasons for such movements.

Save as disclosed above, the Board also confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**"), neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

By Order of the Board
SinoMedia Holding Limited
Chan Oi Nin, Derek
Company Secretary

Hong Kong, 24 September 2008

As at the date of this announcement, the Board comprises Mr. Chen Xin as Chairman and executive director, Ms. Liu Jinlan and Mr. Li Zongzhou as executive directors, Mr. Zhu Jia and Mr. Huang Jingsheng as non-executive directors, and Mr. Ding Junjie, Mr. Qi Daqing and Mr. Chen Tianqiao as independent non-executive directors.