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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

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board is pleased to announce that the Group has just won the bids submitted to CCTV in the public tender (2010年承包資源廣告經營代理權招標會) held between 26 to 28 November and successfully obtained exclusive agency rights to the advertisement time for five premium programmes and acquired the rights of first renewal for such programmes for year 2011 and 2012.

This announcement is made by SinoMedia Holding Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The Group is principally engaged in media advertising business where China Central Television Station (the “CCTV”) is one of its major suppliers of television advertisement time.

The board of directors of the Company (the “Board”) is pleased to announce that the Group has just won the bids submitted to CCTV in the public tender (2010年承包資源廣告經營代理權招標會) held between 26 to 28 November and successfully obtained exclusive agency rights to the advertisement time for five premium programmes:

Channel	Programme
CCTV-1	“Evening News” (《晚間新聞》) “30 Minutes News” (《新聞30分》)
CCTV-4	“China’s News” Advertisement Package (《中國新聞》廣告套裝) “Across the Strait” (《海峽兩岸》) “Walk Through China” (《走遍中國》)

The grant of the exclusive agency rights is for a term of one year from 1 January 2010 to 31 December 2010. If the Group has duly performed its obligations under the contracts during the initial term, it will be awarded the rights of first renewal for such programmes for year 2011 and 2012.

In addition, the three original contracts with CCTV for sale of advertisement time on CCTV-1, CCTV-2 and CCTV-4 will not be renewed upon their expiry on 31 December 2009. However, the Group's 5-year underwriting contracts in respect of advertisement time on CCTV-7 expiring on 31 December 2013 will continue.

The CCTV's policy with respect to the tender of the underwriting of the agency rights to advertisement time has given the Group a golden opportunity to capture advertising resources on top channels not previously available to the Group which are of precious value in view of the viewership and prime time involved, and to secure and increase the prime advertisement time for core evening programmes on CCTV-4 in which the Group has been operating for a long time. Through this advertising resources consolidation and optimization, the Group can provide more diversified advertisement options to its clients (including advertisers and advertising agencies) and generate higher revenue as well as increase values further for its shareholders in the times ahead.

By order of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 29 November 2009

As at the date of this announcement, the board of directors comprises Mr. Chen Xin, 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.