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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**  
**PRICE SENSITIVE INFORMATION**

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

The board of directors of the Company wishes to announce that by mutual consent of the parties, an advertising cooperation agreement with CCTV Network has recently been terminated and CTV Golden Bridge is not required to pay the underwriting fee thereunder for the third and fourth quarter of 2009. The termination paves the way for a more favourable cooperation between the parties.

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 a leading media advertising operator in China, principally engaged in the underwriting of television advertisement time. Over the past year, the Group has been diversifying its business by venturing into the new media, including advertising through the Internet.

Reference is made to the Company’s announcement dated 5 January 2009 regarding the entering into by CTV Golden Bridge International Media Co., Ltd. (中視金橋國際傳媒有限公司) (“**CTV Golden Bridge**”), a subsidiary of the Company, of an advertising cooperation agreement (the “**Agreement**”) with CCTV International Network Co., Ltd. (央視國際網絡有限公司) (“**CCTV Network**”), the owner and operator of the website www.cctv.com, for granting the Group exclusive rights to sell all the advertisement resources on the news page of www.cctv.com (except for 4 particular programmes) for a term of five years commencing from 1 January 2009 and ending on 31 December 2013.

The board of directors of the Company wishes to announce that by mutual consent of the parties, the Agreement has recently been terminated and CTV Golden Bridge is not required to pay the underwriting fee thereunder for the third and fourth quarter of 2009. The decision was made by the parties after one year’s business development and market experimentation, and the termination paves the way for a more favourable cooperation between the parties. The Group is now exploring

a more viable business model to renew the cooperation with CCTV Network so as to increase the Group's revenue. The Group can now allocate its resources into areas (such as city tourism and business promotion related industry) which would bring more revenue to both parties. Our cooperation with Beijing Sohu New Media Information Technology Co., Ltd (北京搜狐新媒體信息技術有限公司) (as disclosed in the announcement of the Company dated 22 February 2010) would provide solid experience for us to explore such markets further.

By order of the board  
**SinoMedia Holding Limited**  
**Chen Xin**  
*Chairman*

Hong Kong, 31 March 2010

*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.*