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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)**

**POSITIVE PROFIT ALERT**

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a significant increase in the net profit after income tax attributable to shareholders of the Company for the six months ended 30 June 2011 as compared with that for the corresponding period in 2010.

The information contained in this positive profit alert announcement is only based on the preliminary review on the consolidated management accounts of the Group, which has not been reviewed or confirmed by the Company's auditors.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

The board of directors ("**the Board**") of SinoMedia Holding Limited (the "**Company**" and together with its subsidiaries, the "**Group**") is pleased to inform the shareholders of the Company and potential investors that, based on preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record significant increase in the net profit after income tax attributable to shareholders of the Company for the six months ended 30 June 2011 as compared with that for the corresponding period in 2010. The expected increase in such net profit would be mainly attributable to the continuing improvement in the sales of TV advertising resources of the Group as a result of better services provided by the Group to its clients in the field of consumer products, finance and travel industries, etc. The number of minutes of advertising time sold in the period under review exceeded that of the corresponding period last year.

The Company is still in the process of finalizing its interim results for the six months ended 30 June 2011. The information contained in this announcement is only based on the Company's preliminary review of the unaudited consolidated management accounts of the Group, which has not been reviewed or confirmed by the Company's auditors.

The unaudited consolidated results of the Group for the six months ended 30 June 2011 are expected to be announced by the Company on 25 August 2011.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

On behalf of the Board  
**SinoMedia Holding Limited**  
**Chen Xin**  
*Chairman*

Hong Kong, 14 August 2011

*As at the date of this announcement, the Board 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. Lian Yuming as independent non-executive directors.*