

For Immediate Release



SinoMedia Holding Limited Achieved Three Awards on China 4A Golden Seal Awards

SinoMedia Holding Limited ("SinoMedia", together with its subsidiaries, the "Group"; stock code: 623), a leading comprehensive media corporation in China, is pleased to announce that, with its untiring efforts to enhance the social status of advertising industry, it once again achieved the "China 4A Outstanding Contribution Award" on the 9th China 4A Golden Seal Awards, known as "The Oscars" in the advertising industry. Meanwhile, the advertisements named "360 Security - 'Let's Rock China' World Cup Marketing" and "McDonald's - 'It's New Year with my family' Chinese New Year Marketing" produced by SinoMedia achieved the Bronze Prize and Finalist Prize in the Media Category respectively.



Pioneers from 4A companies such as Beijing Dentsu, Beijing Advertising, Ogilvy & Mather, SinoMedia, FocusMedia, McCann Erickson Guangming, Lowe China, Dentsu Aegis Network, GroupM China, Linksus, DDB China and J.Walter Thompson as well as the creators of award-winning works gathered for this summit of the advertising industry in China. Counterparts in the industry intensely discussed the current condition and prospects of China's advertising industry and shared their latest viewpoints and results, so as to boost the advancement of advertising industry.

After nine years of development, China 4A has become a social organisation consisting of over 60 large advertising firms, with an aggregate market share accounting for 20% of the total of the domestic market. China 4A Golden Seal Awards is the prestigious award in China's advertising industry, and also a significant platform for enhancing the value and status of the advertising industry.

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About SinoMedia

SinoMedia was founded in 1999 and listed on the Main Board of the Hong Kong Stock Exchange in 2008. As a leading media corporation in China, SinoMedia has focused on consolidating an "Internet + TV" inter-screen communication marketing platform, by actively developing "Internet Media and Content Operations" segment, and continuously improving "TV Media Resources Management" and "Integrated Brand Communication Services" businesses. Its current businesses cover development and operation of mobile Internet products – Playform (悦屏), Internet media platforms including www.lotour.com (樂途旅遊網), www.boosj.com (播視網) and www.wugu.com.cn (吾谷網), production and operation of video programme, CCTV media resources, public service advertising broadcast network, mobile media and overseas media. These businesses span from domestic to international markets and encompass both traditional and new media platforms. SinoMedia enjoys the marketing advantage in vertical fields of travel and agriculture. It integrates the philosophy and operating system that span the entire media value chain and has provided comprehensive, professional and high-quality brand communication services for more than 2,800 clients worldwide. SinoMedia was one of the sponsor units of the Association of Accredited Advertising Agencies of China (China 4A) and is currently the director of the executive committee of the association.

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