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For Immediate Release



Hong Kong Public Offering Opens Tomorrow

HONG KONG, June 24, 2008 – **SinoMedia Holding Limited** (“SinoMedia” or the “Company”), a leading privately-owned media advertising operator in China providing nationwide TV advertising coverage for clients on China Central Television (“CCTV”) and other TV channels, today announced details of its proposed listing on the Main Board of the Stock Exchange of Hong Kong Limited (“HKEx”).

SinoMedia will offer a total of 139,400,000 shares under the Global Offering. Among those, 13,940,000 shares would be offered in the Hong Kong Public Offering. Of the total 139,400,000 Offer Shares offered in the Global Offering, 125,460,000 Offer Shares are offered by the Company and 13,940,000 Offer Shares are offered by the Selling Shareholder, Golden Bridge Culture. SinoMedia and the Selling Shareholder have granted an over-allotment option to the Joint Global Coordinators to issue up to an additional 20,910,000 shares, representing approximately 15% of the total number of shares initially available under the Global Offering.

The price range is between HK\$2.63 and HK\$3.48 per share. Based on an offer price of HK\$3.06 (being the mid-point of the price range), the gross proceeds of the Global Offering will be approximately HK\$427 million, assuming that the over-allotment option is not exercised. If the over-allotment option is exercised in full, based on an offer price of HK\$3.06, the gross proceeds of the Global Offering will be approximately HK\$491 million.

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Morgan Stanley Asia Limited and Cazenove Asia Limited are Joint Global Coordinators, Joint Bookrunners, Joint Sponsors and Joint Lead Managers of the Global Offering.

The Hong Kong Public Offering will open at 9 a.m. on Wednesday, June 25, 2008 and will close at 12 noon on Monday, June 30, 2008. Pricing of the shares is expected to be determined on Wednesday, July 2, 2008. Trading of the shares of SinoMedia is expected to commence on Tuesday, July 8, 2008 on the Main Board of the HKEx under the stock code: 623. Shares will be traded in board lots of 1,000 shares.

SinoMedia is a leading privately-owned media advertising operator in China, providing nationwide TV advertising coverage for its clients. The Company has been working closely with CCTV, China's largest TV network and advertisement time supplier, since SinoMedia's inception in 1999. The Company also sells TV advertisement time on regional TV stations, including Jiangsu TV City Channel and Shenzhen Satellite TV Channel as well as all advertising space currently in "Tourism", a nationwide magazine with monthly circulation of approximately 30,000 copies.

SinoMedia has established business relationships with multinational companies, domestic companies and 4A agencies both globally and in China. The Company's strong sales and marketing teams have served over 300 internationally and domestically renowned advertising clients in different industries, such as BMW, Fedex, Korean Air, ICBC, Ping An Insurance, China Unicom and local government agencies to promote tourism and attract new business investments.

In 2007, SinoMedia was the largest privately-owned underwriter of TV advertisement time for CCTV, according to "International Advertising" magazine. For 2007, the Company had the rights to sell approximately 1,282 minutes of advertisement time for "Media Headline", a leading morning news programme on CCTV-1, approximately 259 minutes of advertisement time for "China Finance Report" on CCTV-2 and approximately 15,236 minutes of advertisement time for 31 programmes on CCTV-4. In addition, the Company had the rights to sell all advertisement time for all programmes on CCTV-9, the only 24-hour English language broadcasting channel on CCTV. For 2008, the Company has renewed contracts with regard to all such CCTV programmes, and has obtained exclusive rights to sell advertisement time on two additional programmes on CCTV-4.

SinoMedia has achieved solid growth in last three fiscal years. The amount of CCTV advertisement time that the Company sold also increased substantially from approximately 4,518 minutes in 2005 to approximately 10,450 minutes in 2007. In addition, it sold approximately 25,319 minutes of advertisement time on Jiangsu TV City Channel and approximately 2,187 minutes of advertisement time on Shenzhen Satellite TV

Channel in 2007. For the three years ended December 31, 2007, its revenue increased from RMB230.1 million in 2005 to RMB263.7 million in 2006 and to RMB364.7 million in 2007, representing a compound annual growth rate of 25.9%.

In addition, SinoMedia typically enters into advertising service contracts with clients prior to the broadcast of their advertisements. As at December 31, 2007, the Company had sold in advance the advertisement time for 2008 for the amount of approximately RMB385 million.

“Over 96% of China’s 1.3 billion population have access to TV broadcast, making it the largest TV audience in the world. We provide clients with a unique opportunity to invest in China’s rapidly growing mainstream TV advertising market. With our diverse advertising client base, extensive experience in the market and strong brand recognition, we are confident of delivering long-term returns to our shareholders,” Ms. Liu Jinlan, Founder and Chief Executive Officer of SinoMedia said.

Looking ahead, SinoMedia will strive to manage its growth momentum and execute new business initiatives to drive future success. The Company intends to continue to expand its leadership position in media advertising industry by acquiring more media resources from CCTV. To capture the opportunity arising from emerging digital media advertising market, the Company plans to expand its footprints into Internet, IPTV and mobile TV in China. Moreover, SinoMedia plans to further enhance its market presence in the regional TV markets.

SinoMedia intends to use the net proceeds from the Global Offering for making strategic acquisitions to complement its existing business, acquiring more advertising resources from CCTV, other regional TV stations and digital media as well as for working capital and other general corporate purposes.

Mr. Chen Xin, Chairman of the Company, said, “Our significant business progress in the last few years has built the foundation for long-term growth and profitability. Our leading position in TV advertising has given us an advantage to benefit from China’s huge TV advertising market. Going forward, we expect to capitalize on multiple opportunities we have and create returns to our shareholders, staff and community”.

For the year ended December 31, 2007, the Company’s profit attributable to equity holders of the Company was RMB42.3 million, while the profit attributable to equity holders for the year ending December 31, 2008 is expected to be not less than RMB120.0 million.

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