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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 OF PRICE SENSITIVE INFORMATION

The Board is pleased to announce that on 31 December 2008, CTV Media (Shanghai), a subsidiary of the Company, entered into an advertising cooperation agreement with CCTV Network, the owner and operator of the website www.cctv.com, pursuant to which CCTV Network has granted CTV Media (Shanghai) the exclusive rights to sell all the advertisement resources on the news page of www.cctv.com except for those in relation to 4 news programmes for a term of five years, commencing from 1 January 2009 to 31 December 2013.

This announcement is made by SinoMedia Holding Limited (the “**Company**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “**Board**”) is pleased to announce that on 31 December 2008, CTV Golden Bridge International Media Co., Ltd. (中視金橋國際傳媒有限公司) (“**CTV Media (Shanghai)**”), a subsidiary of the Company, entered into 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. Pursuant to the Agreement, CCTV Network has granted CTV Media (Shanghai) the exclusive rights to sell all the advertisement resources on the news page (新聞頻道) of www.cctv.com except for those in relation to 4 particular programmes, namely News Broadcasting (新聞聯播), News 30’ (新聞30分), Evening News (晚間新聞) and Topics in Focus (焦點訪談) for a term of five years, commencing from 1 January 2009 and ending on 31 December 2013. CTV Media (Shanghai) and CCTV Network may negotiate for the renewal of the Agreement two months prior to its expiration and CTV Media (Shanghai) shall have priority over other parties to renew the Agreement under similar terms, provided that CTV Media (Shanghai) has fulfilled its obligations under the Agreement.

By order of the Board
SinoMedia Holding Limited
CHEN Xin
Chairman

Hong Kong
5 January 2009

As at the date of this announcement, the Board comprises Mr. Chen Xin as Chairman and executive director, 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.