

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**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 PURSUANT TO RULE 13.10 OF  
THE LISTING RULES**

This statement is made at the request of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board of directors (“Board”) of SinoMedia Holding Limited (the “Company”) has noted today’s increase in the trading price and trading volume of the shares of the Company and wishes to state that the Board is not aware of any reason for such increase save as disclosed below.

The Company is in the process of negotiation with a third party for increasing the registered capital of a newly set-up non-wholly owned subsidiary of the Company and the subsequent cooperation of certain advertising agency business through such subsidiary. The transaction, if materialises, will constitute a discloseable transaction for the Company and the Company will issue an announcement in accordance with The Rules Governing The Listing of Securities on the Stock Exchange (the “Listing Rules”).

**The said transaction may or may not realise, shareholders of the Company and the investing public should exercise caution when dealing in the shares of the Company.**

Save as disclosed above, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price sensitive nature.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this announcement.

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

Hong Kong, 6 January 2009

*Notes:*

*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. Chen Tianqiao as independent non-executive directors.*