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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
PRICE SENSITIVE INFORMATION

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board is pleased to announce that on 23 February 2010, CCTV has granted CTV Golden Bridge, a subsidiary of the Company, the exclusive agency rights to sell the advertisement time for (i) all programmes on CCTV-9 and (ii) a time-slots package on CCTV-4 for a period from 1 March 2010 to 31 December 2010.

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

The Group is principally engaged in media advertising business while China Central Television Station (the “**CCTV**”) is one of its major suppliers of television advertisement time.

The board of directors of the Company (the “**Board**”) is pleased to announce that on 23 February 2010, CCTV has granted CTV Golden Bridge International Media Co., Ltd. (“**CTV Golden Bridge**”), a subsidiary of the Company, the exclusive agency rights to sell the advertisement time for (i) all programmes on CCTV-9, the English-language international channel of CCTV, and (ii) a time-slots package (全天時段套) on CCTV-4. The said exclusive agency rights will commence from 1 March 2010 and expire on 31 December 2010.

The Board considers that the Group can utilize the resources gained from the aforesaid new arrangement with those won from the bids as disclosed in the Company's announcement dated 29 November 2009 to provide more advertisement packages to its customers (including advertisers and advertising agencies) so as to cater customers' different advertising needs and to broaden the Group's revenue base.

By order of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 24 February 2010

As at the date of this announcement, the board of directors 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.