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中視金橋國際傳媒控股有限公司  
SinoMedia Holding Limited

## **SinoMedia’s Advertising Partner CCTV-9 Renamed CCTV-NEWS to Position as Premier News Channel**

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*Further develop the advertising business of CCTV-NEWS  
Position CCTV-NEWS as the world’s leading news channel*

HONG KONG, 27 April 2010 – **SinoMedia Holding Limited** (“SinoMedia” or the “Group”; stock code: 623), a leading privately-owned media advertising operator in China providing nationwide TV advertising coverage for clients on China Central Television Station (“CCTV”) and other media advertising resources, today announced that the English language channel CCTV-9 has revamped its programming to position itself as a leading news outlet in the world to achieve among international premier news media a status similar to that of BBC and CNN in two to three years. SinoMedia is the exclusive underwriter of ad time on the CCTV channel.

“CCTV-9 English channel” has already changed its name to “**CCTV-NEWS**”. According to CCTV, the latest revamp has placed stronger emphasis on CCTV-9 as a news channel. “CCTV-NEWS” will continue to increase live and in-depth reporting on breaking news around the world. Operating as a news channel that has full editorial independence, CCTV-NEWS will leverage its network of correspondents around the world to provide hard-hitting coverage on the latest significant news developments around the world. The 24-hour news channel will provide news coverage on key events in China and around the world in the tradition of timely, accurate and objective reporting.

Mr. Chen Xin, Chairman of SinoMedia, said, “We welcome the revamp of CCTV-NEWS. We hope the latest revamp will help CCTV-NEWS achieve its strategic goal very soon, which is to grow its operation into a leading news provider on the international stage and with the same standing as the likes of CNN and the BBC. As the exclusive underwriter of the ad time of CCTV-NEWS, SinoMedia will be able to offer its clients with more comprehensive and professional services in terms of the different advertising formats that can be used to achieve

maximum impact for clients. By doing so, we hope to deliver greater returns to our clients and shareholders.”

SinoMedia has been named a “Top 10 CCTV Media Advertising Agency” for four consecutive years. The Group holds exclusive underwriting rights to the air time on CCTV-1, CCTV-4, CCTV-7 and CCTV-9 (now CCTV-NEWS) in 2010. The Group holds the exclusive underwriting rights to all advertising resources on CCTV-9 (now CCTV-NEWS) from 1 March, 2010 through to 31 December 2010. It also has the priority over renewal of the underwriting contract.

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For further information, please contact Hill and Knowlton Asia Ltd.:-

Crystal Yip      Tel: (852) 2894 6211 / 9720 6445; [crystal.yip@hillandknowlton.com.hk](mailto:crystal.yip@hillandknowlton.com.hk)

Gary Li            Tel: (852) 2894 6239 / 9652 9002; [gary.li@hillandknowlton.com.hk](mailto:gary.li@hillandknowlton.com.hk)