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中 視 金 橋 國 際 傳 媒 控 股 有 限 公 司

SINOMEDIA HOLDING LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 623)

RESIGNATION OF CHIEF FINANCIAL OFFICER

The Board of the Company announces that Mr. Xu Chong (also known as Xu Songzhen) has resigned as the CFO of the Company effective from 10 May 2010.

The board (the “**Board**”) of directors of Sinomedia Holding Limited (the “**Company**”) announces the resignation of the chief financial officer of the Company (the “**CFO**”) as follows:

Mr. Xu Chong (also known as Xu Songzhen) (“**Mr. Xu**”) has resigned as the CFO of the Company effective from 10 May 2010 due to his desire to pursue other career development. Mr. Chan Oi Nin Derek, the company secretary and vice president of finance of the Company, will temporarily fulfill the responsibilities of CFO.

Mr. Xu has confirmed that he has no disagreement with the Board and that he is not aware of any matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its gratitude to Mr. Xu for his contributions to the Company.

By order of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 11 May 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.