

*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)**

**APPOINTMENT OF CHIEF FINANCIAL OFFICER**

The Board of the Company is pleased to announce that Mr. Chan Oi Nin Derek has been appointed as the chief financial officer of the Company with effect from 24 June 2010.

**APPOINTMENT OF CHIEF FINANCIAL OFFICER**

The board (the “**Board**”) of directors of Sinomedia Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Chan Oi Nin Derek (“**Mr. Chan**”) has been appointed as the chief financial officer of the Company with effect from 24 June 2010.

Mr. Chan, aged 43, has been appointed as the qualified accountant and company secretary of the Company since May 2008. Mr. Chan has nearly 15 years of experience in accounting and auditing and was the financial controller and qualified accountant of TCL Multimedia Technology Holdings Limited before joining the Group. He is a fellow member of the Association of Chartered Certified Accountants and an associate member of the Hong Kong Institute of Certified Public Accountants. Mr. Chan received a Bachelor of Science degree from the Chinese University of Hong Kong in 1989 and an MBA degree from Monash University in 1995.

Mr. Chan has entered into a service contract with the Company with no specified term. The amount of remuneration to be received by Mr. Chan is determined by the Board, with reference to his duties and responsibilities with the Company and the market rate for the position.

As at the date of this announcement, Mr. Chan is deemed to be interested in 224,000 shares of the Company, which may be subscribed by Mr. Chan upon his exercise of options granted to him under the share option scheme of the Company. Mr. Chan does not have any relationship with any other directors, senior management or any substantial or controlling shareholders of the Company.

Save as disclosed above, the Board is not aware of any other matters which need to be brought to the attention of the shareholders of the Company in relation to this appointment.

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

Hong Kong, 24 June 2010

*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.*