

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)

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Director(s)**”) of SinoMedia Holding Limited (the “**Company**”) hereby announces that on 22 November 2010 (“**Date of Grant**”), 1,300,000 share options (the “**Share Options**”) to subscribe for ordinary shares of HK\$0.0003125 each (the “**Share(s)**”) in the Company were granted to certain individuals (the “**Grantees**”), subject to acceptance of the Grantees, under the share option scheme adopted by the Company on 27 May 2008. Details of the Share Options granted are as follows:

Date of Grant:	22 November 2010
Exercise price of Share Options granted:	HK\$2.82 per Share
Number of Share Options granted:	1,300,000
Closing price of the Shares on the Date of Grant:	HK\$2.82 per Share
Validity period of the Share Options	From 22 November 2010 to 21 November 2018

None of the Grantees is a Director, chief executive or substantial shareholder of the Company, or any of their respective associates (as defined in the Listing Rules).

Each Share Option shall entitle the holder of the Share Option to subscribe for one Share upon exercise of such Share Option at an exercise price of HK\$2.82 per Share, which represents the highest of (i) the closing price of HK\$2.82 per Share as stated in the daily quotation sheets issued by the Stock Exchange on the Date of Grant; (ii) the average closing price of HK\$2.76 per Share as stated in the daily quotation sheets issued by the Stock Exchange for the five business days immediately preceding the Date of Grant; and (iii) the nominal value of the Share.

On behalf of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 22 November 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.