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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)

SHARE TRANSACTION — SUPPLEMENTAL ANNOUNCEMENT

Reference is made to the announcement of the Company dated 17 November 2010 (the “**Announcement**”) pursuant to which the Board announced that (a) CTV Media (Shanghai) entered into the Second Supplemental Agreement with Beijing Senmeng Media to further amend the Cooperation Agreement in respect of the acquisition of the remaining 40% interest in Golden Bridge Senmeng by CTV Media (Shanghai); and (b) the Company and Mr. Yeung, the beneficial owner of Beijing Senmeng Media, entered into the Option Agreement, pursuant to which the Company shall grant the Options to Mr. Yeung for subscription of Shares in the Company, which are to be issued pursuant to the general mandate granted to the directors at the annual general meeting of the Company held on 28 May 2010.

Terms used in this announcement shall have the same meanings as defined in the Announcement.

The Board would like to clarify that the maximum total consideration payable by CTV Media (Shanghai) for the acquisition of remaining 40% interest in Golden Bridge Senmeng under the Second Supplemental Agreement is capped at approximately RMB31,669,000 (equivalent to approximately HK\$36,229,000) and all the consideration payable under the Second Supplemental Agreement shall be paid in cash. Further, the maximum of the number of Options to be granted by the Company to Mr. Yeung under the Option Agreement is capped at 8,729,402, which value is approximately RMB17,893,000 (equivalent to approximately HK\$20,470,000).

For the purpose of this announcement, unless otherwise indicated, the exchange rate of RMB1.00 = HK\$1.144 has been used, where applicable, for purpose of illustration only and does not constitute a representation that any amount has been, could have been or may be exchanged at such a rate or at any other rates.

On behalf of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 24 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.