

For Immediate Release



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

**SinoMedia Becomes the Master Advertising Agent of
MediaCorp TV Channels in Mainland China**

*First overseas media resources partnership
to mark an important milestone in expanding into international market*

HONG KONG, 13 January 2011 – **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 customers on China Central Television Station and other media advertising resources, today announced that the Group has signed a media agency agreement with a wholly-owned subsidiary of MediaCorp Pte Ltd (“MediaCorp”) to become the master advertising agent of MediaCorp TV channels (including Channel NewsAsia and other TV channels) in Mainland China.

MediaCorp is Singapore’s largest media company, with platforms spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. Channel NewsAsia, one of the first Asian-owned English news channels with a regional reach, has an audience of some 29 million households and hotel rooms in more than 20 territories across Asia.

The Group will be responsible for the bid invitation, marketing and sales of advertising resources for MediaCorp in Mainland China. The partnership will broaden the Group’s overseas media resources and enable the Group to provide high quality overseas advertising options for its customers in China, thereby diversifying the Group’s revenue streams. Moreover, by placing advertisements in the TV channels of MediaCorp, the Group’s customers could enhance their international reputation.

Mr. Clifton Yong, Chief Commercial Officer of MediaCorp said, “We are pleased to establish the partnership with Sinomedia. With huge growth potential, the advertising market of China has always been one of the key development areas of MediaCorp. With the promising audience rate of MediaCorp’s TV channels, coupled with Sinomedia’s comprehensive customer base, we believe that the cooperation will help both of us to develop new markets, as well as enhance and consolidate our position in the industry.

Ms. Liu Jinlan, Chief Executive Officer of SinoMedia said, “We are honored to be the master advertising agent of MediaCorp TV channels in Mainland China. MediaCorp is the Group’s first overseas media resources partner, and the partnership represents an important milestone in our bid to expand into international markets. Looking ahead, we will continue to enrich our high quality media resources and provide comprehensive advertising services to our customers, in order to further enhance our profitability and solidify our leadership position.”

###

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

Crystal Yip	Tel: (852) 2894 6211 / 9720 6445	crystal.yip@hillandknowlton.com.hk
Gary Li	Tel: (852) 2894 6239 / 9652 9002	gary.li@hillandknowlton.com.hk