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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)

### ANNOUNCEMENT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board is pleased to announce that, the Group has:

1. renewed the exclusive underwriting contracts with CCTV for advertisement time of the programmes “Night News” and “News 30” on CCTV-1, “Across the Strait”, “China News” package and a time slots package on CCTV-4 and all programmes on CCTV-NEWS, all of which expired on 31 December 2010. Each of such contracts is renewed for a term of one year from 1 January 2011 to 31 December 2011; and
2. acquired the exclusive rights to sell advertisement time for four additional programmes on CCTV-2, CCTV-4 and CCTV-5 for a term of one year from 1 January 2011 to 31 December 2011.

This announcement is made by SinoMedia Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The Group is principally engaged in media advertising business where China Central Television Station (the “**CCTV**”) is one of its major suppliers of television advertisement time. For 2010, the Group had the exclusive right to sell television advertisement time of the programmes “Night News” and “News 30” on CCTV-1, “Across the Strait”, “China News” package, “Walk Through China” (走遍中國) and a time slots package on CCTV-4 and all programmes on CCTV-NEWS.

The board of directors of the Company (the “**Board**”) is pleased to announce that the Group has renewed the exclusive underwriting contracts with CCTV for advertisement time on all but one of the above-mentioned programmes on CCTV-1, CCTV-4 and CCTV-NEWS, all of which expired on 31 December 2010. Each of such contracts is renewed for a term of one year from 1 January 2011 to 31 December 2011. If the Group has duly performed its obligations under the exclusive underwriting contracts during the term, it will be given the first right of renewal of such contracts in 2012 for a term of one year from 1 January 2012 to 31 December 2012.

The Group has decided not to renew the underwriting contract for the programme “Walk Through China” in view of the changes in the programme’s content and broadcast time in late 2010, but has managed to obtain the exclusive underwriting rights for the advertisement time of two other premium programmes on CCTV-4. In addition, the Group has acquired the exclusive rights to sell advertisement time for one programme on CCTV-2 and one programme on CCTV-5. The grant of the said exclusive rights is for an initial term of one year from 1 January 2011 to 31 December 2011.

In summary, for the period from 1 January 2011 to 31 December 2011, the Group has the exclusive rights to sell advertisement time for the following programmes and time slots:

<b>Channels</b>	<b>Programmes/Time Slots</b>
<i>(i) Existing media resources:</i>	
CCTV-1	Night News (晚間新聞) News 30’ (新聞30分)
CCTV-4	Across the Strait (海峽兩岸) China News package (中國新聞套) A time slots package (全天時段套)
CCTV-NEWS	All advertisement time
<i>(ii) Newly acquired media resources:</i>	
CCTV-2	Make More Money (生財有道)
CCTV-4	China Showbiz (中國文藝) Exposition of Chinese Culture Relics (國寶檔案)
CCTV-5	Weather Forecast (天氣預報)

Besides, the Group’s 5-year underwriting contracts to sell all the advertisement time in relation to seven programmes and one daily time slot on CCTV-7 expiring on 31 December 2013 will continue.

By having the exclusive rights to sell prime advertisement time of core programmes on CCTV-1, CCTV-2, CCTV-4, CCTV-5, CCTV-7 and CCTV-NEWS through the renewal of existing underwriting contracts and the acquisition of additional underwriting rights, the Group has more advertisement time available for sale to its customers (including advertisers and advertising agencies) in 2011 and is able to offer customers a broader portfolio of programmes which they can

choose to suit their advertising campaigns. This will definitely help to generate higher revenue for the Group as well as to increase its value further for its shareholders in the times ahead.

By order of the Board  
**SinoMedia Holding Limited**  
**Chen Xin**  
*Chairman*

Hong Kong, 21 February 2011

*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.*