

[For Immediate Release]



SinoMedia Becomes CNBC's Exclusive Advertising Sales Representative in China

Cooperation with International Mainstream Media Marks Steady Development of the Group's International Business

HONG KONG, 10 August 2011 – **SinoMedia Holding Limited** (“SinoMedia” or the “Group”; HKSE stock code: 623), a leading privately-owned media advertising operator in China, today announced that the Group has reached a cooperation agreement with CNBC Asia Pacific to become the exclusive advertising sales representative on CNBC TV and online in Mainland China.

CNBC is owned and operated by NBCUniversal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news and information to a global audience. CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to more than 380 million households worldwide.

Mr. Satpal Brainch, President and Managing Director of CNBC in Asia Pacific said, “We are pleased to partner with SinoMedia. China has always been an important market for CNBC and is one of the key growth areas in the region. This partnership enhances our commercial presence in China and our ability to provide integrated solutions to clients who want to connect with CNBC's highly educated, affluent audience.”

Ms. Liu Jinlan, Chief Executive Officer of SinoMedia said, “We are very pleased to have become the exclusive sales representative for CNBC's advertising business in Mainland China. This cooperation marks a further step in the Group's expansion into the international mainstream media market. On the one hand, it helps broaden SinoMedia's media resources overseas so as to diversify the Group's revenue sources. On the other, Chinese customers will now be able to launch advertisements on CNBC through SinoMedia, which will enhance their brand awareness internationally and facilitate their expansion into international markets. Looking ahead, we will continue to enrich and enhance our media advertising services for our customers and further strengthen the Group's leading position in the industry.”

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