

[For Immediate Release]



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

**SinoMedia's Contract Value for the 2012 CCTV Primetime Advertisement Resources Auction Exceeds RMB1.4 billion**

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**Established the Group's Four Core Businesses  
Successfully Upgraded its Integrated Media Operations**

HONG KONG, 15 November 2011 – **SinoMedia Holding Limited** (“SinoMedia” or the “Group”; stock code: 00623), announced today that it has achieved new heights in the 2012 China Central Television Station (“CCTV”) primetime advertising resources auction. The Group purchased advertising time slots worth more than RMB1.4 billion for its clients, doubling its contract value for 2011, at cost-effective prices.

The 2012 CCTV primetime advertisement resources auction, one of the largest annual events for China’s advertising industry, was held in Beijing on 8 November 2011. CCTV’s auction value recorded an 18-year high that day with the total auction sales amounting to RMB14.26 billion, up 12.54% when compared to last year. SinoMedia became one of the top agents, strategically winning several primetime advertising time slots for its clients at cost-effective prices. This indicates that SinoMedia’s integrated brand communications services are taking shape as the Group acquired a wider range of clients as well as market recognition for its services.

As a national TV station, CCTV’s program coverage reaches 97.28% of China’s population, maintaining a one-third market share in the national market. It is China’s most prestigious news media group, enjoying unparalleled authority, credibility and influence. With a partnership with CCTV for more than a decade, SinoMedia possesses the exclusive underwriting rights of more than 40 popular programs on multiple CCTV channels. SinoMedia has even won the honor of “Top Ten Advertising Agencies of CCTV” for a number of years.

Ms. Liu Jinlan, Chief Executive Officer of SinoMedia said, “The Group has optimized its business strategies and established its four core businesses with the aim of becoming a leading media corporation from a media resources advertising agency. In recent years, the Group is developing an entire chain of brand communications services, including brand consultancy, data integration, media procurement, and brand monitoring. Thanks to our premium media resources and extensive experience of professional services, we have established good relationships with over 500 cities and government organizations and more than 1,600 corporate clients.”

“We have continued to extend our business to the upstream media industry by investing in internet and mobile new media. We have successfully completed a number of investment projects this year, including leading Chinese mobile video platforms and service providers.

Meanwhile, SinoMedia will further professionalize and strengthen its creative advertisement and content production segment,” Ms. Liu concluded.



### **About Sinomedia Holding Limited**

SinoMedia was founded in 1999 and was listed on the Main Board of the Hong Kong Stock Exchange (stock code: 00623) in 2008. SinoMedia is a member of the China Advertising Association and the International Advertising Association (IAA), a China’s A Grade Advertising Company, and an executive member of the Association of Accredited Advertising Agencies of China.

As a leading media corporation in China, SinoMedia has focused on building and developing its four core businesses, namely, media resources management, integrated brand communications services, new media investment and integration, and creative advertisement and content production. Its current businesses cover CCTV media resources, public service advertising broadcast network, online portal site for tourism, mobile media and overseas media. These businesses span from domestic to international markets and encompass both traditional and new media platforms. As of now, SinoMedia integrates the philosophy and operating system that span the entire media value chain to provide comprehensive, professional, and high-quality brand communications services for more than 1,600 corporate clients and over 500 cities and government organizations.

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