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SinoMedia[®]

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)

**POSITIVE PROFIT ALERT
FOR THE SIX MONTHS ENDED 30 JUNE 2013**

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and Part XIVA of the Securities and Future Ordinance (Cap. 571, Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a significant increase in the profit attributable to equity shareholders of the Company for the six months ended 30 June 2013 as compared to the corresponding period in 2012.

The information contained in this positive profit alert announcement is only based on the preliminary review on the consolidated management accounts of the Group, which has not been reviewed or confirmed by the Company's auditors.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and Part XIVA of the Securities and Future Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors (the "**Board**") of SinoMedia Holding Limited (the "**Company**") and together with its subsidiaries, the "**Group**") is pleased to inform the shareholders of the Company and potential investors that, based on preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record a significant increase in the profit attributable to equity shareholders of the Company for the six months ended 30 June 2013 as compared with that for the corresponding period in 2012. The expected increase in such net profit is mainly attributable to: (i) the Group's consolidation of market share among advertising clients from tourism, convention and exhibition and business promotion industries, coupled with its success in expanding its client base to a number of small-and-medium-sized enterprises; and (ii) the client recognition of media products which are modified strategically to accommodate the market feedback. Therefore, revenue from sales of core advertisement resources increased for the period under review compared with the same period last year.

The Company is still in the process of finalizing its interim results for the six months ended 30 June 2013. The information contained in this announcement is only based on the Company's preliminary review of the unaudited consolidated management accounts of the Group, which has not been reviewed or confirmed by the Company's auditors. Shareholders of the Company and potential investors should read the Group's unaudited financial results announcement for the six months ended 30 June 2013 carefully, which is expected to be published on 22 August 2013.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 31 July 2013

As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan and Mr. Li Zongzhou, being the executive directors, Mr. He Hui David, being the non-executive director, and Mr. Ding Junjie, Mr. Qi Daqing, Mr. Lian Yuming and Ms. Wang Xin, being the independent non-executive directors.