

[For Immediate Release]



SINOMEDIA HOLDING LIMITED

SinoMedia's Total Contracted Value for the CCTV Primetime Advertisement Resources Auction Increases by Nearly 20% YOY Market Share Further Expands

(20 November 2013 – Hong Kong) **SinoMedia Holding Limited** (“SinoMedia”, together with its subsidiaries, collectively known as the “Group”; stock code: 623), a leading media corporation in China, is pleased to announce that the total dollar amount of advertisement resources it purchased for its clients in the 2014 China Central Television (“CCTV”) primetime advertisement resources auction increased by nearly 20% over the last year, which outperformed the industry and represented a new high in the Group’s auction record. Its market share has been further expanded.

SinoMedia’s clients including Suning Commerce, Tencent, Vatti, Xinfeng and Sinopec performed well in the CCTV primetime advertisement resources auction. In terms of industry category, in addition to the sectors like insurance, finance, wine and healthcare products, the Group has also acquired clients from the Internet, home appliance and E-commerce industries, rendering the Group a more comprehensive clientele and wider scope of businesses.

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About SinoMedia

SinoMedia was founded in 1999 and listed on the Main Board of the Hong Kong Stock Exchange in 2008. As a leading media corporation in China, SinoMedia has focused on building and developing its four core businesses, namely, media resources management, integrated brand communication services, creative production of advertisement and content, and new media investment and integration. Its current businesses cover CCTV media resources, public service advertising broadcast network, online portal websites, mobile media and overseas media. These businesses span from domestic to international markets and encompass both traditional and new media platforms. SinoMedia integrates the philosophy and operating system that span the entire media value chain and has provided comprehensive, professional, and high-quality brand communication services for more than 1,600 corporate clients and over 500 cities and government organisations. SinoMedia was one of the sponsor units of the Association of Accredited Advertising Agencies of China and is currently the director of the executive committee of the association.

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