

**[For Immediate Release]**



**\*\* Multi-screen operation with innovative thinking  
\*\* The Group's CEO was recognized as the "Top Ten Outstanding Female Advertising Managers in China of the Year"**

**【17 March 2014, Hong Kong】** Recently, Ms. Liu Jinlan, the Chief Executive Officer of **SinoMedia Holding Limited** ("SinoMedia", together with its subsidiaries, the "Group"), a leading media corporation in China, was recognized as one of the "Top Ten Outstanding Female Advertising Managers in China of the Year (中國年度十大傑出女性廣告經理人)" by "Advertising Guidance (廣告導報)".

Against the backdrop of multi-screen era, Ms. Liu Jinlan led SinoMedia to steadily push forward its business upgrade with a proactive and innovative business thinking. The Group's travel website lotour.com (樂途旅遊網) launched the new edition of "Homepage" and "Travel Destinations" in the interactive marketing system, solving the problem about fragmented promotion of tourism brands on the Internet. With the new trend of integrating weibo marketing and travel O2O model, it tailor-made the "Winter Swap (交換冬天)" project for the tourism administrations of Jilin and Guangdong provinces, which became the outstanding model of O2O integrated promotion for the winter tourism industry of China in 2013. Moreover, the Group customized a brand promotion plan that fits the Internet practices for China Life Insurance, linked to the hit TV dramas in Sohu and the special column for the NPC & CPPCC conferences in its portal website. It also enhanced the optimization effects of the brand in search engines, spanned across multiple platforms such as computers, tablet computers and mobile phones, and achieved more precise marketing for the brand on the Internet. "Scent of a Man (聞香識男人)", the first large-scale food reality show developed and produced by the video department of the Group, was broadcasted on the Jiangxi Satellite TV, which was a pivotal step for the Group's development and production of video programme. In addition, SinoMedia also carried out its first branding strategic consultation business.

From CCTV to local satellite TV and TV to the Internet, Sinomedia helps enterprises and brand clients to make numerous attempts in respect of the cross-screen media communication, accumulates experience in its two major businesses of "Internet media and content operations" and "TV advertisements and branding services" and strengthens the capability of cross-screen integrated communication, all of which lay a solid foundation for the sustainable and healthy development in future.

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## **About SinoMedia**

SinoMedia Holding Limited is a leading media corporation in China. Centering on the development of “Internet+TV” integrated cross-screen communication and marketing platform, it proactively expands the segment of “Internet media and content operations” and continuously develops the business of “TV media resources management” and “integrated brand communication services”. SinoMedia was founded in 1999 and listed on the Main Board of The Stock Exchange of Hong Kong Limited in 2008 (stock code: 00623).

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