

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

ANNOUNCEMENT
PRICE SENSITIVE INFORMATION

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board is pleased to announce that on 22 February 2010, CTV Golden Bridge, a subsidiary of the Company, entered into a Co-operation Agreement with Sohu Media, a related company of the owner and operator of the websites <http://www.sohu.com> and <http://www.chinaren.com>, pursuant to which Sohu Media has appointed CTV Golden Bridge as its sole and exclusive agent to sell advertising resources on the websites of <http://www.sohu.com> and <http://www.chinaren.com> (other than those advertising spaces and webpages already sold or outsourced to third parties by Sohu Media) to customers relating to the City Tourism and Business Promotion.

This announcement is made by SinoMedia Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The Group is principally engaged in media advertising business while Sohu Media is a related company of the owner and operator of the websites <http://www.sohu.com> and <http://www.chinaren.com>.

The board of directors of the Company (the “**Board**”) is pleased to announce that on 22 February 2010, CTV Golden Bridge International Media Co., Ltd. (“**CTV Golden Bridge**”), a subsidiary of the Company, entered into a co-operation agreement (the “**Co-operation Agreement**”) with Beijing Sohu New Media Information Technology Co., Ltd (北京搜狐新媒體信息技術有限公司) (the “**Sohu Media**”), pursuant to which Sohu Media has appointed CTV Golden Bridge as its sole and exclusive agent to sell advertising resources on any webpage of <http://www.sohu.com> and <http://www.chinaren.com> (other than those advertising spaces and webpages already sold or outsourced to third parties by Sohu Media) to customers relating to city tourism and business promotion industry in the People’s Republic of China (國內城市旅遊行業) (“**City Tourism and Business Promotion**”). In return, CTV Golden Bridge undertakes not to enter into similar agency relationship with 5 other specified websites in respect of City Tourism and Business Promotion during the term of the Co-operation Agreement.

During the term of co-operation, CTV Golden Bridge will be entitled to enjoy all the then prevailing privileges, discounts and supporting measures offered by Sohu Media.

Subject to certain early termination rights by each party, it is intended that the co-operation will be for a term of 5 years from 1 March 2010 to 28 February 2015, and the detailed rates of advertisement costs payable by CTV Golden Bridge for each coming year during the co-operation will be determined by the parties at the end of each preceding year.

By entering into co-operation arrangement with Sohu Media, the Group can provide more diversified advertisement options to its customers (including advertisers and advertising agencies) and broaden its revenue base and accordingly, the Board considers that entering into the Co-operation Agreement is for the benefit of the Company and its shareholders as a whole.

By order of the Board
SinoMedia Holding Limited
Chen Xin
Chairman

Hong Kong, 22 February 2010

As at the date of this announcement, the board of directors comprises Mr. Chen Xin, Ms. Liu Jinlan and Mr. Li Zongzhou as executive directors, Mr. Zhu Jia and Mr. Huang Jingsheng as non-executive directors and Mr. Ding Junjie, Mr. Qi Daqing and Mr. Chen Tianqiao as independent non-executive directors.