

[For Immediate Release]



## [Lotour.com](http://Lotour.com) and Google Partners in tourism destination marketing

(19 June 2014 – Hong Kong) **SinoMedia Holding Limited** (“SinoMedia” or the “Company”, together with its subsidiaries, collectively known as the “Group”; stock code: 623), announces its tourism website Lotour.com enters into contract with Google for partnership in tourism destination marketing.

The cooperation between Google and Lotour.com will help China destination marketing organisation (DMO) not only to create buzz and drive awareness for its destination but also increase the number of visitors to the place. To achieve the goal, Google will build up brand image for each DMO via video marketing on Youtube, targeting potential visitors. Meanwhile, Lotour.com provides China DMOs with new media platform and maintenance, global event planning and design, media activity association, which will enhance China DMO’s global image as preferred choice of destination to oversea visitors, resulting in its actual revenue growth by leveraging Google’s precise targeting technology and access to global OTAs via the network of Lotour.com.

Lotour.com, a leading destination media platform in China, provides media promotion, destination marketing and planning service, tourism training and DMO branding management to thousands DMOs, both home and abroad. Lotour.com has been widely recognised especially for its creative and expertise.

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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 consolidating an "Internet + TV" inter-screen communication marketing platform, by actively developing “Internet Media and Content Operations” segment, and continuously improving “TV Media Resources Management” and “Integrated Brand Communication Services” businesses. Its current businesses cover Internet media platforms including [www.lotour.com](http://www.lotour.com) (樂途旅遊網), [www.boosj.com](http://www.boosj.com) (播視網) and [www.wugu.com.cn](http://www.wugu.com.cn) (吾谷網), development and operation of mobile application, production and operation of video programme, CCTV media resources, public service advertising broadcast network, mobile media and overseas media. These businesses span from domestic to international markets and encompass both traditional and new media platforms. SinoMedia enjoys the marketing advantage in vertical fields of travel and agriculture. It 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 2,800 clients worldwide. 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.

For further information, please contact:

**SinoMedia Holding Limited**

Kent Lo / Cecilia Zhang

Tel: Hong Kong (852) 3976 7368 / Beijing (86) 10 6589 6468

Email: [ir@sinomedia.com.hk](mailto:ir@sinomedia.com.hk) / [kent@sinomedia.com.hk](mailto:kent@sinomedia.com.hk) / [cecilia@sinomedia.com.hk](mailto:cecilia@sinomedia.com.hk)