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**For Immediate Release**



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**SinoMedia Global Offering Oversubscribed**

***Final offer price set at HK\$2.63 per Share***

HONG KONG, July 7, 2008 – **SinoMedia Holding Limited** (“SinoMedia” or the “Company”), a leading privately-owned media advertising operator in China providing nationwide TV advertising coverage for clients on China Central Television (“CCTV”) and other TV channels, today announced that the final offer price for SinoMedia’s shares (the “Shares”) in the Global Offering (as defined in the prospectus of the Company dated June 25, 2008) has been set at HK\$2.63 per Share.

The size of the Global Offering is 139,400,000 Shares (the “Offer Shares”) under the Global Offering. The gross proceeds from the Global Offering are estimated to be approximately HK\$367 million, assuming the Over-allotment Option is not exercised.

The total number of Shares available under the Hong Kong Public Offering was 13,940,000 Shares, representing 10% of the entire Global Offering. The remaining 125,460,000 Shares were placed under the International Offering.

The basis of allocation of Shares in the Hong Kong Public Offering will be published in the South China Morning Post (in English) and Hong Kong Economic Times (in Chinese) on Monday, July 7, 2008. The Offer Shares are expected to start trading on the Main Board of The Stock Exchange of Hong Kong Limited on Tuesday, July 8, 2008, with the stock code “623”.

Morgan Stanley Asia Limited and Cazenove Asia Limited are the Joint Global Coordinators, Joint Bookrunners, Joint Sponsors and Joint Lead Managers of the Global Offering.

SinoMedia is a leading privately-owned media advertising operator in China, providing nationwide TV advertising coverage for its clients. The Company has been working closely with CCTV, China’s largest TV advertisement time supplier, since its inception in 1999. In 2007, SinoMedia was the largest privately-owned underwriter of TV advertisement time for CCTV, according to “International Advertising” magazine. The Company also sells TV advertisement time on regional TV stations, including Jiangsu TV City Channel and Shenzhen Satellite TV Channel, as well as all advertising space currently in “Tourism”, a nationwide magazine with monthly circulation of approximately 30,000 copies.

Mr. Chen Xin, Chairman of the Company, said, “As the leading TV media advertising operator for CCTV, we will continue to strengthen our business cooperation with CCTV. Looking ahead, we plan to expand our advertising resources into the digital media advertising market, enhance our presence in the regional TV advertising market, strengthen marketing and sales capability and explore acquisition, investment and partnership opportunities in China.”

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***Disclaimer:** We have included in this press release forward-looking statements that are, by their nature, subject to significant risks and uncertainties. Such statements reflect the current views of the Company’s management with respect to future events, and we can give no assurance that those expectations will prove to have been correct. Known and unknown risks, uncertainties and other factors may cause our actual results to differ materially from our expectations. We undertake no obligation to publicly update or revise any forward looking statements contained in this news release, whether as a result of new information, future events or otherwise. All forward-looking statements contained in this news release are qualified by reference to this cautionary statement, and you should not place undue reliance on any forward-looking statements.*