

[For Immediate Release]



中視金橋國際傳媒控股有限公司
SinoMedia Holding Limited

SinoMedia Acquires a Property in Beijing for RMB 258 million

***Centrally located in Beijing's Chaoyang District
Provides extra office space to fuel the Group's future development***

HONG KONG, 22 September 2011 – **SinoMedia Holding Limited** (“SinoMedia” or the “Group”; HKSE stock code: 623), a leading media corporation in China, announced that the Group has entered into a framework agreement to acquire from an independent third party a company that holds a property in the eastern part of Beijing for a total consideration of RMB 258 million.

The property, on Dongdaqiao Road, Chaoyang District, is centrally located in the heart of the capital city. Occupying an aggregate land use right area of approximately 3,651 square metres and a total gross floor area of approximately 5,722 square metres, the top grade commercial property has the potential to generate high commercial value and considerable rental savings for the Group. The deal will be financed with the Group's internal resources.

Ms. Liu Jinlan, Chief Executive Officer of SinoMedia, said, “SinoMedia is pleased with the agreement to acquire the commercial property located in the heart of Beijing. Through this acquisition, our various subsidiaries and departments will be able to work in the same building. This not only facilitates our overall operational efficiency as a Group, but also gives a boost to our internal coordination. SinoMedia is confident in its ability to enrich and enhance its ample high-quality media advertising services for customers and to further strengthen the Group's leading position in the industry.”

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For further information, please contact Hill and Knowlton Asia Ltd.:

Kevin Law Tel: (852) 2894 6219/ 6157 8289 kevin.law@hillandknowlton.com.hk

Ho Kang Tel: (852) 2894 6257/ 6737 6433 ho.kang@hillandknowlton.com.hk