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CMMB VISION HOLDINGS LIMITED

中國移動多媒體廣播控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 471)

VOLUNTARY ANNOUNCEMENT - CMMB First Field Trial in the US Successful

On March 15 2011, CMMB Vision Holdings Limited (“the Company”), together with its US partners, has successfully demonstrated live CMMB Mobile TV signals for the first time over cellular network frequencies from a cellular tower in near Denver, Colorado of the US. A drive test was performed to validate signal range over varying line of sight and non-line of sight environments in an area of rolling hills and recorded optimal results. The demonstration signifies the Company’s first phase in developing CMMB and launching a commercial trial in the US market.

The success of the first live CMMB broadcast in the US demonstrates the deployment flexibility and effectiveness of CMMB technology in the 800 MHz UHF cellular bands. It also proves interference avoidance between a CMMB transmission and legacy 800 MHz cell phone operations, as well as excellence signal coverage at low power transmitting and low altitude antenna environment.

Through collaboration with Alltel Wireless and Comnet, subsidiaries of ATN, and Unique Broadband System Ltd. the Company will further conduct a range of tests tailored to the US market conditions, including using multiple UHF radio frequencies (500 — 800 MHz), S-Band satellite frequencies, and interactivity with 3G/LTE, in order to validate CMMB’s comprehensive capability in a multiple frequency environment.

CMMB has enormous potential in the US market. The Company plans to team up with US strategic partners to jointly deploy and operate a CMMB-based multimedia broadcasting system to deliver mobile TV and mobile broadband data download services for US consumers, which are among the fastest growing demands in the US Internet market.

The Company's goal is to promote China's self-developed CMMB technology internationally and make it a leading mobile multimedia standard throughout the world.

The Company particularly wants to thank the Academy of Broadcasting Science of the State Administration of Radio, Film, and Television (SARFT) and its subsidiary Beijing Timi Technology (developer of CMMB) for their long-standing and broad-base support.

By order of the Board
CMMB Vision Holdings Limited
Wong Chau Chi
Chairman

Hong Kong, 16 March 2011

As at the date of this announcement, the Board comprises one executive Director, namely Mr. WONG Chau Chi; four non-executive Directors, namely Mr. CHOU Tsan-Hsiung, Mr. YANG Yi, Dr. LI Jun and Dr. Hui LIU; and three independent non-executive Directors, namely Mr. WANG Wei-Lin, Mr. YU Kam Kee Lawrence BBS, MBE, JP and Mr. Shan LI.