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CMMB VISION HOLDINGS LTD

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))*

CMMB Vision Participates Next Generation Broadcasting Standards Making in the US

Promoting US-China Technology Integration and Globalization

Following the acquisition of the business platform CMMB Vision (USA Inc. in the United States (“US”)), the Company has recently joined the Advanced Television Standards Committee (“ATSC”) of the US and become a member of its next generation standards development committee ATSC TG3. It will contribute China’s CMMB and its next generation broadcast-broadband technologies, together with their industry supply chain, to help develop the next generation US broadcast technical standards. Doing so the Company hopes to promote the integration of the future US and China standards and help deliver much richer television and Internet convergent entertainment experience to the US public.

Through the participation in the US standards making, the Company also hopes to forge closer collaboration between US and Chinese industries to accelerate the development of its CMMB mobile service network in the US and its market readiness.

The Company participated in the Future of Television Broadcasting Global Summit in Shanghai hosted by ATSC last month and joined with over 200 industry experts from around the world to witness the birth of the Shanghai Declaration, which calls for global collaboration to search for a universal terrestrial broadcast television standard so as to enable much richer and multimedia entertainment and information services for viewers in the digital-Internet era.

The Company fully supports the Shanghai Declaration and is leading the efforts to cooperate with the US in the ASTC TG3. Through this cooperation it hopes to promote technical standard harmonization between US and China, and advance a step toward the global broadcast standards unification while promoting Chinese media technologies and culture in the world.

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

Hong Kong, 7 December 2011

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. WONG Chau Chi and Dr. Hui LIU; two non-executive Directors, namely Mr. CHOU Tsan-Hsiung and Mr. YANG Yi; and three independent non-executive Directors, namely Mr. WANG Wei-Lin, Mr. Shan LI and Dr. LI Jun.