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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)

**China Internet Information Center and CMMB Vision Jointly
Announce Strategic Partnership
To Develop “TodayChina” Global Website and TV Channel
2012 to Start Operation in Beijing, Hong Kong and New York**

State Council Information Office’s China Internet Information Center (china.com.cn) and CMMB Vision have entered into a strategic partnership agreement to collaborate on multimedia services worldwide. Both will jointly develop and operate the hybrid media platform - “TodayChina” Website and “TodayChina” TV Channel. The operation will be based in Beijing, Hong Kong, and New York, and is expected to commence services simultaneously in all three places by First Quarter 2012. The platform will deliver interactive media and information services across multiple networks, channels, and receiving devices coupled with multiple language support to communicate and share the various aspects of a changing China with the world, thereby promoting cultural and commercial exchange while developing into a main web-based network for business and investment.

China.com.cn is China’s main Internet-based news website under State Council Information Office (SCIO) and China International Publication Group. It holds the rights and franchise for direct and independent news gathering, reporting, editing, and broadcasting. Since Year 2000, it has published 11 editions of website in 10 languages such as Chinese, English, French, Spanish, German, Japanese, Russia, Arabic, and Korea, and International language. It has conducted interviews with countless dignitaries and renowned individuals from over 200 countries and places for viewers and readers from across China and abroad hence an important window for China’s international communication and information exchange. China.com.cn is the sole designated live-Internet broadcasting website for SCIO press releases and

conferences, and designated direct broadcasting website for the National People's Congress (NPC), National Committee of the Chinese People's Political Consultative Conference (CPPC), China's 60th Anniversary Celebration, and Shanghai 2010 Expo.

CMMB Vision is a new generation multimedia network service operator and is listed on the Mainboard of the Hong Kong Stock Exchange (Code 0471). It owns China's self-developed CMMB technology global licensing and next generation broadcasting technologies, and partners with State Administration for Radio, Film, and Television (SARFT) as well as industry leaders to promote and develop CMMB globally to deliver new generation video entertainment and data download services to consumers. Through recent announced acquisition, CMMB Vision has acquired a US business platform with TV spectrum access and network. It is working with US partners to develop and deploy CMMB network in the US as well as a terrestrial digital TV operation in New York City. It has also joined the Advanced Television Systems Committee (ATSC) of the US as a member participating in the development of the next generation broadcasting standard for the US with the goal of promoting harmonization and integration between the US and Chinese technologies.

The cooperation between China Internet Information Center and CMMB Vision will combine China.com.cn's immense media and Internet resources with CMMB Vision's multimedia technologies and spectrum network to develop a new generation and international Internet - TV converged multimedia platform, which can deliver services across networks, regions, and consumer devices, thereby bringing more eyeballs for the contents and maximizing advertising effects. When combined with CMMB Vision's developing CMMB mobile network in the US, the platform will evolve into the world's first Internet-Broadcast-Mobile convergent network and will help contribute much more effectively information and cultural sharing between China and the world.

"TodayChina" Website will emphasize on video and picture as the main presentation medium, anchoring on Chinese state of affairs and social life by integrating national and regional news, business and investment information, special reports, interviews, art and culture, life-style and entertainment, travel and nature, web-based search and value-added services, to present in a timely and comprehensive manner the information about China. Doing so it also hopes to develop into a most authoritative Internet-based platform on China and the prime advertising and commercial exchange place for China-bound businesses from Hong Kong, Macau, Taiwan and overseas. Revenue models include various online general and target advertising, promotional and branding campaigns, online-offline commercial and marketing activities, media and copy rights trading and exchange, value-added and e-commerce services.

TodayChina TV is a dedicated digital TV program produced from video contents of China.com.cn and TodayChina Website and related media sources. It will be broadcasted through a dedicated New York digital TV channel to be named “TodayChina” for 24 hours daily service, which will be the world’s first dedicated TV channel for integrated Chinese news, business, culture, entertainment. The Channel will tailor to the mainstream US audience, covering the 14 million in population in the New York metropolitan area, while at the same time will also be broadcasted through the “TodayChina” Website. Revenue models will include traditional and new age advertising services, branding and program sponsorships, promotional activities, interactive entertainments, and TV-Internet online marketing interface, etc. TodayChina TV is expected to become a main advertising and promotional platform for the wide-ranging and growing number of Chinese multinationals and enterprises seeking entry into the US and global markets.

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

Hong Kong, 16 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.