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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)

**CCTV AND CMMB VISION SIGNED
TV COOPERATION AGREEMENT;
FIRST TIME TO AIR PROGRAMS IN
NEW YORK PUBLIC NETWORK;
LEADING EFFORTS TO BRING
CHINESE CULTURAL INDUSTRY GLOBAL**

(Feb 21, 2012, New York) CMMB Vision USA subsidiary CMMB America and China Central Television (CCTV), in witness by industry partners, China-US friends, New York City and Chinese Consulate officials, signed the TV channel cooperation agreement to jointly operate three CCTV TV channels in New York, which respectively are CCTV English News, CCTV English Documentary, and CCTV Spanish Channels. The channels will be aired via CMMB America's New York public free-to-air TV channels 32.1, 32.2, 32.3. The channels have been inaugurated on the same day.

The cooperation enables for the first time for CCTV to broadcast programs in the Media Capital of the World — New York via public TV network to reach millions of homes. It is an important milestone for CCTV's global market development, and at the same time, it also starts CMMB Vision's first commercial operation in the US, which will immediately generate revenue for the Company.

CMMB Vision and CCTV both look forward to deepening cooperation in multiple levels in the US market, and eventually be able to deliver programs across converged cable, Internet, and mobile multimedia network to attain maximum and ubiquitous coverage.

In recent years China has experienced rapid economic development, which underlines the need for broad-base participation and communication with the global community so as to let the world understand China, to let China understand the world, creating mutual benefits and win-win situations.

China-US relations have recently reached new historic heights, and the cultural exchange of the two countries becomes especially important. The CCTV-CMMB Vision cooperation ushers a new platform in the Media Capital to provide and convey information about China's reforms and development as well as its multicultural diversity to the world on a timely and accurate basis, and at the same time help promote Chinese cultural businesses and industries to go international.

CCTV English News, Documentary, and Spanish Channels have been broadcasted over 40 countries around the world, whose content include integrated global news and China-based culture and entertainment.

CMMB America has a 24-channel broadcast TV platform in New York. It plans to use some of the channels to develop a multicultural multi-ethnic TV network in conjunction with CCTV and local media partners tailoring to mainstream American audiences and ethnic minorities, and use the rest to develop a converged CMMB mobile multimedia broadcasting network that delivers Internet-based video and information services.

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

New York, 21 February 2012

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.