

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **CHINA OUTDOOR MEDIA GROUP LIMITED**

**中國戶外媒體集團有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00254)**

### **APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

The Board of directors (the “**Board**”) of China Outdoor Media Group Limited (the “**Company**”) is pleased to announce that Dr. Gao Hong Xing (“**Dr. Gao**”) has been appointed as a non-executive director of the Company with effect from 29 March 2011.

#### **Dr. GAO Hong Xing**

Dr. GAO Hong Xing, aged 49, received a Doctoral degree from the Zhejiang University. Dr. Gao is a senior Economist. From 2004-2007, Dr. Gao was appointed as the independent director of Shahe Industrial Co., Limited, a company listed on The Shenzhen Stock Exchange (“SZEx”). Dr. Gao is currently the independent director of Hainan Strait Shipping Co., Limited, director of The Great Wall Group Co., Limited (both companies are listed on SZEx), and the Chairman of the Board of Directors of Hong Kong TV International Media Group Limited. Prior to Hong Kong TV International Media Group Limited, Dr. Gao has served as the director of Hong Kong Winalite Fund Management Limited, director and president of China Lion Securities Co., Limited, deputy general manager of Guotai Junan Securities (Shenzhen Branch). Dr. Gao also held various senior management positions at a number of State-owned banks and securities companies.

Save as disclosed, he did not hold any directorship in any listed public company in the past three years.

Dr. Gao has been appointed for a specific term until 28 March 2012, but will be subject to retirement and re-election at the annual general meetings of the Company in accordance with the articles of association of the Company or any other applicable laws from time to time whereby he shall vacate his office. Dr. Gao will not receive any remuneration for this appointment. In any event, there is any change of the emolument of Dr. Gao, which shall be determined by the Board with reference to his duties and responsibilities with the Company, the Company’s performance and the prevailing market condition and subject to the approval of the Remuneration Committee.

As at the date of this announcement, Dr. Gao (1) does not have any relationship with any other director, senior management or substantial or controlling shareholder of the Company; (2) is not interested or deemed to be interested in any shares or underlying shares within the meaning of Part XV of the Securities and Futures Ordinance; and (3) does not hold any other position with the Company or any of its subsidiaries.

Save as disclosed in this announcement, there is no information required to be disclosed pursuant to any of the requirements of rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules and there are no other matters that need to be brought to the attention of the shareholders of the Company in relation to this appointment.

The Board would like to take this opportunity to welcome Dr. Gao Hong Xing to join the Company.

By Order of the Board  
**China Outdoor Media Group Limited**  
**Lau Chi Yuen, Joseph**  
*Director*

Hong Kong, 29 March 2011

*As at the date of this announcement, the Executive Directors of the Company are Mr. Lau Chi Yuen, Joseph, Mr. Lu Liang, Ms. Hu Wei, Mr Tang Lap Chin, Richard and Mr. Ng Yan, the Non-Executive Directors of the Company is Dr. Gao Hong Xing, the Independent Non-executive Directors of the Company are Mr. Law Tai Yan, Mr. Cheng Sheung Hing and Mr. Cheng Kwong Choi, Alexander.*