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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 EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of China Outdoor Media Group Limited (the “**Company**”) is pleased to announce that Mr. Zhu Defu (“**Mr. Zhu**”) has been appointed as an executive director of the Company with effect from 13 April 2011.

Mr. Zhu Defu

Mr. Zhu, aged 47, obtained a Master Degree in Chinese Language and Literature from Sun Yat-sen University. Mr. Zhu is currently serving as the general manager and publisher of a weekly magazine, namely “Taobao Tianxia”. Mr. Zhu is also the vice president of Alibaba Group and general manager of Alibaba’s multimedia business department and editor-in-chief of China Yahoo. Mr. Zhu has extensive experience in newspaper industry. Mr. Zhu has served as the publisher and chief editor of “China Weekly”, vice publisher and chief editor of a newspaper launched by People’s Daily, namely “Beijing Times”, and chief editor of “Information Times”, launched by Guangzhou Press Group, deputy editor-in-chief and deputy head of the News Center and the team leader of legmen of “Nanfeng Daily” Publisher, deputy editor-in-chief of “Nanfeng Dushi Daily” and editor and head of reporters of “Nanfeng Zhou Mo”. Mr. Zhu is also the M. Phil. Advisor of School of Journalism of University of International Relations, deputy director of Public Policy Institute and M. Phil. Advisor of School of Journalism and Communication of Peking University.

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

Mr. Zhu has been appointed for a specific term until 12 April 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. Mr. Zhu will not receive any remuneration for this appointment. In any event, there is any change of the emolument of Mr. Zhu, 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, Mr. Zhu (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 above, 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 Mr. Zhu to join the Company.

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

Hong Kong, 13 April 2011

As at the date of this announcement, the Executive Directors of the Company are Mr. Lau Chi Yuen, Joseph, Ms. Hu Wei, Mr. Lu Liang, Mr. Tsui Wing Cheong, Sammy, Mr. Tang Lap Chin, Richard, Mr. Zhu Defu and Mr. Ng Yan, the Non-executive Director 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.