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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 HONORARY CHAIRMAN, CHAIRMAN AND EXECUTIVE DIRECTOR

The Board is pleased to announce the appointment of Mr. Gao Hai Hao as Honorary Chairman and Mr. Wang Jiang as Executive Director and Chairman of the Board of the Company.

APPOINTMENT OF HONORARY CHAIRMAN

The board of directors (the “**Board**”) of China Outdoor Media Group Limited (the “**Company**”) is pleased to announce the appointment of Mr. Gao Hai Hao (“**Mr. Gao**”) as the honorary chairman of the Company with effect from 6 May 2011. Mr. Gao is not a director nor an officer of the Company by his appointment as the honorary chairman. He is not required to participate in meetings of the Board. He is not appointed as a director nor an officer of any subsidiary of the Company, and does not have any management role in the Company or any of its subsidiaries. As the honorary chairman, he may give advice to the Board in the capacity of a consultant as necessary. Mr. Gao will not receive any remuneration for this appointment.

Mr. Gao Hai Hao

Mr. Gao, aged 53, graduated from Hangzhou University. Mr. Gao is currently the president of Zhejiang Daily Press Group Limited, chairman of the board of directors of Zhejiang Daily Media Holding Group Limited, secretary of the Party Committee and member of the Standing Committee of Zhejiang. Mr. Gao has also served as the deputy chief editor of People’s Daily (East China Branch), vice minister of Zhejiang Press and Publication Bureau and vice department head of Zhejiang Publicity Department. Mr. Gao has extensive experience in newspaper industry and mass communication.

As at the date of this announcement, Mr. Gao is not connected with the directors, chief executives and substantial shareholder of the Company or any of its subsidiaries or any of their respective associates.

APPOINTMENT OF DIRECTOR

The Board is also pleased to announce the appointment of Mr. Wang Jiang (“**Mr. Wang**”) as the executive director and chairman of the Board of the Company with effect from 6 May 2011.

Mr. Wang Jiang

Mr. Wang, aged 39, graduated from Hangzhou University. Mr. Wang current serves as the vice president of Zhejiang Daily Press Group Limited, chairman of board of directors of Zhejiang Join-Home Media Co., Limited and member of the Party Committee. Mr. Wang has also served as the deputy chairman of board of directors of Today Morning Express Company Limited, chief editor of Today Morning Express, president of the Wenzhou Branch of Zhejiang Daily, vice department head of Science, Education and Sanitation News Department of Zhejiang Daily and vice department head of Economic News Department of Zhejiang Daily News Centre.

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

Mr. Wang has been appointed for a specific term until 5 May 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. Wang will not receive any remuneration for this appointment. In any event, any change of the emolument of Mr. Wang 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. Wang (1) is not connected with the directors, chief executives and substantial shareholder of the Company or any of its subsidiaries or any of their respective associates; (2) is not interested or deemed to be interested in any shares or underlying shares of the Company 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 Mr. Gao and Mr. Wang to join the Company.

By Order of the Board
China Outdoor Media Group Limited
Tsui Wing Cheong, Sammy
Director

Hong Kong, 6 May 2011

As at the date of this announcement, the Executive Directors of the Company are Mr. Wang Jiang, Mr. Zhu Defu, Mr. Tsui Wing Cheong, Sammy, Ms. Hu Wei, Mr. Lau Chi Yuen, Joseph, Mr. Tang Lap Chin, Richard, Mr. Lu Liang 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.