



**FOR IMMEDIATE RELEASE**

**CHINA MEDIAEXPRESS HOLDINGS, INC. ADDS 805 EXPRESS BUSES TO ITS NETWORK**

**Fujian, China – July 26, 2010 – China MediaExpress Holdings, Inc. (NASDAQ GS: CCME)** (“CME” or “Company”), China’s largest television advertising operator on inter-city and airport express buses, today announced that it has signed several new long-term agreements, adding a total of 805 inter-city express buses to its network.

CME signed these four new contracts to supply entertainment programming along with paid advertising for a period of five years, as follows:

- A contract with a bus operator of 356 inter-city express buses originating from the province of Jiangxi, which commenced on June 1, 2010.
- Three contracts with the bus operators of 449 inter-city express buses originating from the city of Hangzhou, the capital of Zhejiang province. One of the contracts commenced on June 1, 2010 and the remaining two commenced on July 1, 2010.

As per the terms of the agreements, CME will pay the bus operators a fixed monthly concession fee over the term of the contract, with annual increases of 10%-30%.

The city of Hangzhou is located just over 110 miles from Shanghai, one of China’s largest cities by terms of population. Hangzhou's economy has rapidly developed and has become an important manufacturing base and logistics hub for coastal China. The city has become the headquarters for numerous companies in the information technology, heavy equipment, automotive components, household electrical appliances, electronics, telecommunication, chemicals and food processing sectors. Its GDP per capita has more than tripled in the last eight years. Hangzhou is also known as one of the most beautiful cities in China, and tourism remains an important factor for its economy. Furthermore, Hangzhou is serviced by the Hangzhou Xiaoshan International Airport, one of the major secondary international airports in China, with direct flights to Amsterdam, Japan, Korea, Malaysia and Singapore regional routes to Hong Kong and Macau.

The province of Jiangxi has also a large and rapidly growing population, its cities are well connected by highways and it is well-known for its famous resort areas which attract a large number of visitors each year.

Zheng Cheng, CME's Founder and CEO, noted, "With these new contracts, we now have over 23,200 inter-city and airport express buses in our network and have increased our presence in the province of Jiangxi and have expanded our geographic coverage in the province of Zhejiang. It is especially gratifying the new contract with the bus operator in the province of Jiangxi came soon after the contract we announced in early June. Our network in the provinces of Jiangxi and Zhejiang now includes 570 and 449 buses, respectively. We continue to sign additional contracts with new bus operators, and we have further reinforced our position as the market leader for television advertising on inter-city and airport express buses in China. Our network covers not only large municipalities such as Beijing, Shanghai, Tianjin and Chongqing and many economically prosperous regions, but also covers small to medium-sized cities, some of which rely on highway transportation as the primary transportation option."

#### **About CME**

CME, through contractual arrangements with Fujian Fenzhong, an entity majority owned by CME'S former majority shareholder, operates the largest television advertising network on inter-city and airport express buses in China. While CME has no direct equity ownership in Fujian Fenzhong, through the contractual agreements CME receives the economic benefits of Fujian Fenzhong's operations. Fujian Fenzhong generates revenue by selling advertisements on its network of television displays installed on over 23,200 express buses originating in sixteen of China's most prosperous regions, including the four municipalities of Beijing, Shanghai, Tianjin and Chongqing and twelve economically prosperous regions, namely Guangdong, Jiangsu, Jiangxi, Fujian, Sichuan, Hebei, Anhui, Hubei, Shandong, Shanxi, Inner Mongolia and Zhejiang which generate over half of China's GDP.

CME is included in the Russell Global Index. For more information visit: [www.ccme.tv](http://www.ccme.tv).

#### **Forward-Looking Statements**

This press release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 (the "Securities Act"), as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Forward-looking statements include, but are not limited to statements regarding expectations, hopes, beliefs, intentions or strategies regarding the future. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. The words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "possible," "potential," "predict," "project," "should," "would" and similar expressions may identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements in this report may include, for example, statements about:

- The Company's goals and strategies;
- The Company's future prospects and market acceptance of its advertising network;
- The Company's future business development, financial condition and results of operations;
- Projected changes in revenue, costs, expense items, profits, earnings, and other estimated financial information;
- The Company's ability to manage the growth of its existing advertising network on inter-city express buses and expansion to prospective advertising network on high speed railways;
- Trends and competition in the out-of-home advertising media market in China;
- Changes in general economic and business conditions in China; and
- Chinese laws, regulation and policies, including those applicable to the advertising industry.

CONTACT:

China MediaExpress

Jacky Lam

Chief Financial Officer

jackylam@mediaexpress.com.hk

-OR-

INVESTOR RELATIONS:

The Equity Group Inc.

Lena Cati (212) 836-9611

lcati@equityny.com

Linda Latman (212) 836-9609

llatman@equityny.com