



FOR IMMEDIATE RELEASE

**CHINA MEDIAEXPRESS ADDS HUNAN CHANGSHA HUANGHUA INTERNATIONAL AIRPORT
AND NEW BUSES IN JIANGXI TO ITS NETWORK**

Fujian, China – August 31, 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 entered into an agreement with a media company in Hunan to purchase the exclusive right to operate television screens on all 45 airport express buses originating from the Hunan Changsha Huanghua International Airport. The five-year contract commences on September 1, 2010. In addition, CME signed a five-year contract with the operator of the 45 Hunan Changsha Huanghua International Airport express buses to supply entertainment programming along with paid advertising, which also commences on September 1, 2010. CME will pay the bus operator a fixed monthly concession fee over the term of the contract, with an annual increment of 10%-30%.

Separately, CME entered into a long term contract with a bus operator of 128 inter-city express buses operating in the province of Jiangxi, to supply entertainment programming along with paid advertising. Under this five-year agreement, which commences on September 1, 2010, CME will pay the bus operator a fixed monthly concession fee over the term of the contract, with an annual increment of 10%-30%.

Mr. Zheng Cheng, CME’s Chairman and Chief Executive Officer, noted, “With these two new contracts, our network encompasses five airports and we have further expanded our presence in the province of Jiangxi. The Hunan Changsha Huanghua International Airport served more than 11 million travelers in 2009, which is expected to grow substantially in 2010. To accommodate the increasing number of air travelers, approximately \$300 million in airport upgrades began in 2006, including a new runway and a new terminal, which should be completed by the end of this year.”

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 23,400 express buses originating in seventeen of China’s most prosperous regions, including the four municipalities of Beijing, Shanghai, Tianjin and Chongqing and thirteen economically prosperous regions, namely Guangdong, Jiangsu, Jiangxi, Fujian, Sichuan, Hebei, Anhui, Hubei, Shandong, Shanxi, Inner Mongolia, Zhejiang and Hunan.

CME is included in the Russell Global Index. For more information visit: www.ccme.tv.

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