



**FOR IMMEDIATE RELEASE**

**CHINA MEDIAEXPRESS HOLDINGS, INC. HOLDS ITS FIRST INVESTOR DAY IN FUZHOU**

**Fujian, China – September 9, 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 successfully completed its first Investor Day on Tuesday, September 7, 2010 in Fuzhou, China.

There were more than 40 participants including institutional investors, research analysts, CME customers and bus operators, and advertising industry experts. As previously announced, CME’s Chairman and Chief Executive Officer, Mr. Zheng Cheng, its Chief Financial Officer, Mr. Jacky Lam, and other members of the senior executive management team, provided an overview of the Company’s businesses, sales and marketing strategy, network coverage, technology, its growth strategy and outlook. In addition, representatives from CME’s customers and bus operators discussed their business cooperation with CME and advertising experts reviewed the outdoor media sector in China. All presentations were followed by a question-and-answer session.

In addition, attendees visited a bus terminal, where they learned more about CME’s broadcasting systems installed in the buses in its network and visited the Company’s headquarters.

The Investor Day PowerPoint presentation (in English and Chinese), pictures and a video webcast of the presentations are available on the Investor Relations section of the Company’s website at: [www.ccme.tv](http://www.ccme.tv).

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 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).

**CONTACT:**  
China MediaExpress  
Jacky Lam  
Chief Financial Officer  
[jackylam@mediaexpress.com.hk](mailto:jackylam@mediaexpress.com.hk)

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**INVESTOR RELATIONS:**  
The Equity Group Inc.  
Lena Cati (212) 836-9611  
[lcati@equityny.com](mailto:lcati@equityny.com)  
Linda Latman (212) 836-9609  
[llatman@equityny.com](mailto:llatman@equityny.com)