



FOR IMMEDIATE RELEASE

CHINA MEDIAEXPRESS HOLDINGS, INC. ANNOUNCES AN ADDITION OF 124 EXPRESS BUSES IN ITS EXISTING NETWORK

Fujian, China – March 2, 2010 – China MediaExpress Holdings, Inc. (NYSE Amex: CCME) (“CME” or “Company”) today announced that it has signed a framework agreement with an advertising agency in Shenzhen to purchase the exclusive right to operate television screens on express buses originating from the city of Shenzhen. This agreement is for a period of three years which commenced on March 1, 2010, and grants the Company the right to provide television programming and advertisements on 124 express buses managed by several bus operators in Shenzhen. According to the framework agreement, CME will pay a monthly concession fee to the bus operator over the term of the contract in addition to a one-time fee of RMB 50,000 (approximately \$7,400) per bus for the acquisition of the operating right.

Shenzhen has rapidly grown since the late-1970's to become one of China's major financial centers and home of the Shenzhen Stock Exchange. The city is the headquarters of numerous high-tech companies and is the second busiest port in mainland China, after Shanghai. The city of Shenzhen has a large number of transplants from all over China who often travel to their home cities. In addition, the city is known for its youthful and highly educated population; the average age is under 30 and over 20% of China's PhDs work in Shenzhen.

Zheng Cheng, CME's Founder and CEO, noted, “With this contract, our network now encompasses of 49 bus operators and we further expanded our geographic coverage. Furthermore, this agreement comes on the heels of our contract with the organizers of the Asian Games in the city of Guangzhou, which is located approximately 60 miles from Shenzhen. We are confident that advertisers will continue to view our success as a great platform for promoting their products and services.”

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 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 21,000 express buses originating in fourteen of China's most prosperous regions, including the five municipalities of Beijing, Shanghai, Guangzhou, Tianjin and Chongqing and nine economically prosperous provinces, namely

Guangdong, Jiangsu, Fujian, Sichuan, Hebei, Anhui, Hubei, Shandong and Shanxi which generate more than half of China's GDP.

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 revenues, 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.

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