



FOR IMMEDIATE RELEASE

CHINA MEDIAEXPRESS HOLDINGS, INC. TO HOLD INVESTOR DAY ON SEPTEMBER 7, 2010

Fujian, China – August 30, 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 will hold an Investor Day on Tuesday, September 7, 2010 in Fuzhou.

In this event, Chairman and Chief Executive Officer, Mr. Zheng Cheng, Chief Financial Officer, Mr. Jacky Lam, other members of the senior executive management team, bus operators, representatives from CME’s customers, advertising market experts will provide an overview of the Company’s businesses, its growth strategy and industry outlook, followed by a question-and-answer session. Attendees will include institutional investors and research analysts, all of whom will also be visiting bus stations, taking bus tours, learning more about the broadcasting system installed in buses operated by CME and also visiting the Company’s headquarters.

A video webcast of the presentations on the Investor Day will be subsequently made available on the Investor Relations section of the Company’s website at: 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 23,200 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.

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