

ChinaNet Online Holdings Participates in China's Largest Franchise Exhibition

Signs 12 New Customers for Internet Advertising and Marketing

BEIJING, May 11, 2011 (GLOBE NEWSWIRE) -- China Net Online Holdings, Inc. ("ChinaNet"), (Nasdaq:CNET), a leading full-service B2B media development and internet technology company for small and medium-sized enterprises (SMEs) in the People's Republic of China, announced that it participated in the 13th Annual China Franchise Expo ("the Expo"), Asia's largest and most influential franchise exhibition, held in Beijing from May 7th to May 9th. As a result of successful sales meetings, the Company signed 12 new clients for its integrated advertising and marketing services platform, including two (2) for 28.com and ten (10) for Liansuo.com, a new ChinaNet advertising portal tailored for medium to large franchises. These new clients included Radar, J.W.K, Kingway, Diyijia and other known brands.

More information can be found on the company's website link: <http://beijing2011.expo.28.com/>

"The China Franchise Expo was extremely successful for ChinaNet and events like this enable us to accomplish a lot in a short period of time. Signing new clients, building a pipeline of prospects and increasing our brand identity were three primary goals of this event," exclaimed Mr. Handong Cheng, Chairman and CEO of ChinaNet. "We continue to drive more franchisors and entrepreneurs to our Internet advertising platform every day. SMEs, which account for 99% of enterprises in China and 60% of the country's GDP, remain a large and growing opportunity. By expanding our network of high quality franchise owners and entrepreneurs and providing them with cost-effective advertising and value-added services, we have created a model to support sustained future growth."

The China Franchise Expo, held at the Beijing National Convention Center, is the largest franchise exhibition in Asia, attracting over 24,000 visitors from China, Malaysia, South Korea, and Taiwan. Expo link: <http://www.chinafranchiseexpo.com/en/Default.asp>. According to show organizers, the Expo had approximately 270 exhibitors representing more than 400 brands, a 40% increase from 2010. Among the largest franchises participating in this year's event was KFC, 7 Days Group Holdings Limited, England Optical Group, Korean GENESIS BBQ, Taiwan Optical Co., Wangping Steak, Gaibang Lo, Natural Beauty and Malaysian Franchise Association.

ChinaNet had two separate booths at the Expo: one promoting its core advertising and marketing services and a joint exhibit with Taiwan Franchise Association targeting entrepreneurs. During the three days of the conference, the Company met with over 100 new franchise owners across multiple sectors, including food and beverage, home furnishing, clothing, skin care and makeup, education and training industries. Specific names included C. Straits Café, RBT, Wuyutai, Tea Time House, U.B.C Coffee, ATUNAS, Gaibang Lo, KFC, YansiChao, HANOR, Jambo Smoothies & Juice, HBSSCY, Juzhengtang etc. ChinaNet also conducted extensive one-on-one outreach and consulting with hundreds of conference attendees looking to start their own business. The Company's sales team will follow-up to assist them in securing the appropriate franchise opportunity. By joining ChinaNet's extensive online community, they will have the ability to interact with like-minded entrepreneurs, while continuing to learn about all the franchise opportunities available under one point of contact.

About ChinaNet Online Holdings, Inc.

The Company, a parent company of ChinaNet Online Media Group Ltd., incorporated in the BVI ("ChinaNet"), is a leading full-service B2B media development, and internet technology company providing online advertising, marketing and brand management solutions for small and medium-sized enterprises (SMEs) in China. The Company, through certain contractual arrangements with operating companies in the PRC, provides Internet advertising and other services for Chinese SMEs via its portal website 28.com, TV commercials and program production via China-Net TV, and in-house LCD advertising on banking kiosks targeting Chinese banking patrons. Website: <http://www.chinanet-online.com>.

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