



ChinaNet Online Launches ExpandToChina.com

Marks New Phase in Strategy to Bring Global Franchisors to China

BEIJING, Nov. 1, 2011 (GLOBE NEWSWIRE) -- ChinaNet Online Holdings, Inc. ("ChinaNet") (Nasdaq:CNET), a leading B2B (business to business) Internet technology company focusing on providing online-to-offline ("O2O") sales channel expansion services for small and medium-sized enterprises (SMEs) and entrepreneurial management and networking service for entrepreneurs in the People's Republic of China, today announced the Company has launched www.expand2china.com to support and assist global franchisors who are interested in expanding their franchises to China.

Beginning in November, ChinaNet is launching additional tailored services targeting American franchise business owners who are considering expanding into China. These services cover the full scope of a franchisor's development in China, from preparation to set-up to expansion. Preparation services include feasibility studies and key statistical information on addressable markets, and reviews of the franchisors' China supply chain and business strategy. During the set-up period, ChinaNet supports with office and facility siting, nationwide franchise permits, product packaging needs and advertising and marketing for the Chinese market. During the expansion phase, the Company assists with public relations and advertising through its premier advertising and marketing web portal, Liansuo.com. Liansuo was officially launched in May, with a current average IP of 82000 per day.

"This new website marks a further step in our strategic global expansion, and is part of our overall strategy to attract U.S. and foreign franchises to China," stated Mr. Handong Cheng, Chairman and CEO of the Company. "With our successful expansion into the Taiwan market, we are now ready to offer our services to English speaking countries. With over 8 years' experience working with 1500+ small-to-medium sized franchise and distribution companies, we know what takes for a global franchise enterprise to expand its business in China."

About ChinaNet Online Holdings, Inc.

The Company, a parent company of ChinaNet Online Media Group Ltd., incorporated in the BVI ("ChinaNet"), is a leading B2B (business to business) Internet technology company focusing on providing O2O (online to offline) sales channel expansion service for small and medium-sized enterprises (SMEs) and entrepreneurial management and networking service for entrepreneurs 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 websites, 28.com, Liansuo.com and Chuangye.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>.

Safe Harbor

This release contains certain "forward-looking statements" relating to the business of ChinaNet Online Holdings, Inc., which can be identified by the use of forward-looking terminology such as "believes," "expects," "anticipates," "estimates" or similar expressions. Such forward-looking statements involve known and unknown risks and uncertainties, including business uncertainties relating to government regulation of our industry, market demand, reliance on key personnel, future capital requirements, competition in general and other factors that may cause actual results to be materially different from those described herein as anticipated, believed, estimated or expected. Certain of these risks and uncertainties are or will be described in greater detail in our filings with the Securities and Exchange Commission. These forward-looking statements are based on ChinaNet's current expectations and beliefs concerning future developments and their potential effects on the Company. There can be no assurance that future developments affecting ChinaNet will be those anticipated by ChinaNet. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond the control of the Company) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by such forward-looking statements. ChinaNet undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

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Source: ChinaNet Online Holdings, Inc.

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