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ChinaNet Online Holdings to Participate in 2012 Shanghai International Franchise Exhibition

BEIJING, Sept. 12, 2012 (GLOBE NEWSWIRE) -- ChinaNet Online Holdings, Inc. (Nasdaq:CNET) (the "Company"), 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 services for entrepreneurs in the People's Republic of China, today announced that its subsidiary - [Liansuo.com](http://www.liansuo.com) (www.liansuo.com) - will participate in the 2012 Shanghai International Franchise Expo to be held at the Shanghai International Exhibition Center on September 15th to September 17th, 2012.

China Chain Store & Franchise Association, the host of the Shanghai International Franchise Exhibition, has built one of the most recognized and successful exhibitions for franchises in China. Over 200 businesses, including KFC, Adidas and Super8 and more than 30,000 attendees have registered for this year's event. As the strategic partner of the live webcast, [Liansuo.com](http://www.liansuo.com) will invite various business leaders to share their valuable experience in the franchising industry; leverage exposure to [Liansuo.com](http://www.liansuo.com)'s existing registered 8,000 business users throughout China; and introduce [Liansuo.com](http://www.liansuo.com)'s exiting services and products to more businesses.

"We look forward to a successful show in Shanghai," stated Mr. George Chu, Chief Operation Officer (COO) of ChinaNet. "Shanghai International Franchise Exhibition is the foremost event for small business and franchise owners and entrepreneurs, many whom use one or more of ChinaNet's services. With rising competition in China for credit, skilled workers and customers, franchise owners need our advertising and marketing services more than ever. We look forward to meeting new prospective clients and introducing our comprehensive set of services to them at this year's show. Our goal is to increase our conversion rate by over 30% using this and other marketing tactics. "

More information can be found at the following link: <http://www.chinafranchiseexpo.com/ccfa/cn/default.asp?leftmenu=0>

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](http://www.28.com), [Liansuo.com](http://www.liansuo.com) and [Chuangye.com](http://www.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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