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ChinaNet Online Holdings Subsidiary 28.com Launches Updated Website

BEIJING, Nov. 26, 2014 (GLOBE NEWSWIRE) -- ChinaNet Online Holdings, Inc. (Nasdaq:CNET) ("ChinaNet" or the "Company"), a leading B2B (business to business) Internet technology company 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, announced today that it has launched a major update in content, functionality and format to its subsidiary website [28.com](http://www.28.com).

[28.com](http://www.28.com), a web portal that connects SME franchisors with new franchisees, Internet advertising and marketing with other value-added communication channels, brand management and sales solutions, and cloud-based management tools, has been revamped to include upgrades in site navigation and streamlining of its comprehensive category listings. The site has also undergone upgrades to its aesthetics and style, with dynamic features to attract customers including new photography. Additionally, larger image dimensions on the site gives customers more visual area to their exhibit space.

"The new website better showcases [28.com](http://www.28.com)'s products, services, and solutions," said George Chu, ChinaNet Online's Chief Operating Officer. "In addition, we have included a prototype of a 3rd party-jointed developed O2O tracking system, which has demonstrated an increase in sales leads conversion rate by more than 20% within the first month of implementation and it is the first of its kind in the industry. We believe this upgrade will help to support new customer registration and increase real-time sales leads through streamlined functionality. This version better positions [28.com](http://www.28.com) as a premier Internet property in the China SME community and as the largest merchant marketplace for franchise opportunity seekers in China."

The new website can be seen at <http://www.28.com>.

About ChinaNet Online Holdings, Inc.

The Company, a parent company of ChinaNet Online Media Group Ltd., incorporated in the BVI ("ChinaNet"), is a leading digital B2B (business to business) Internet technology company focusing on providing RMB 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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