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ChinaNet Launches New Multi Platform Marketing Service for SMEs

BEIJING, Nov. 8, 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 networking and management services for entrepreneurs in the People's Republic of China, today announced that the Company has launched a new multi platform marketing service for small and medium sized enterprises (SMEs) in China called Microsale 360.

Microsale 360 is an integrated advertising and marketing service for social networking, including Weibo, Wei-message (by Tencent), multi-blogs forums, key discussion forums, and other key social networking services portals in China in combination with search engine marketing (SEM) and search engine optimization (SEO). This service allows advertisers to efficiently target customers across online, mobile and social media. By aggregating search data across several popular platforms such as Baidu.com, Weibo, and Wei-message, Microsale 360 helps advertisers optimize their online and mobile advertising campaigns using real-time data from millions of potential customers. ChinaNet will charge SMEs between 5,000 to 10,000 RMB per month (USD\$800-\$1,600) for this service.

Mr. George Chu, Chief Operating Officer of ChinaNet said, "We are committed to introducing new, innovative products and services that help our customers increase their sales. Microsale 360 is a flexible and differentiated service specifically designed for small businesses. Tongquetai, www.tqt2012.com, recently used Microsale 360 for a promotion in China during the China's national holiday, resulting in a over 150 million RMB (USD\$25 million) in ticket sales. We will further refine this technology and expand the service to over four million SMEs we have identified as prime candidates for Microsale 360."

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 networking and 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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