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ChinaNet Online Holdings Launches Wisdom Eye O2O CRM System for SMEs in China

BEIJING, Dec. 8, 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 the launch of a new value-added service for SMEs, Wisdom Eye, a two-way online to offline (O2O) Customer Relationship Management (CRM) system individually customized for the SME industry.

SMEs using Wisdom Eye can now seamlessly and efficiently manage their marketing, advertising and sales resources, improve digital advertising effectiveness and monitor work efficiency. In addition, Wisdom Eye can automatically generate extensive reports and conduct intelligent data analysis, providing a strong basis for business decisions to support their sales growth. Wisdom Eye includes modern authentication, access controls and encryption to create a completely secure platform.

The Wisdom Eye O2O CRM is optimized for three crucial areas to support SMEs:

1. O2O Customer Relationship Management

Wisdom Eye enhances the competitiveness of enterprises by bringing together both online and offline customer information management, advanced filtering, intelligent distribution and other useful features to efficiently standardize customer resources for the sales teams of SMEs.

2. O2O Media Management

Wisdom Eye analyses the efficiency of all media delivery, including both digital and paper media, and provides real-time monitoring of the effects of media outreach. The system offers comprehensive data analysis reports, including media input-output ratio rankings to better orchestrate customer experiences across media channels.

3. Sales Management

Wisdom Eye helps sales managers optimize sales performance with powerful tools and analytics to monitor and improve work efficiency. With micro to macro views of pipeline opportunities and sales numbers, managers are able to supervise the complete sales process, with timely guidance to optimize sales flow.

"We are excited to begin offering the Wisdom Eye platform to the SME industry after beta testing on 10 different industry clients with a resulting 20% average improvement in sales and advertising costs," said George Chu, ChinaNet's Chief Operating Officer. "We continue to develop and expand our portfolio of services for our clients to meet their demands for additional products to improve their businesses. We expect the system to improve our profit margin by more than 20% next year and generate at least \$10 million in annual sales for customers once it is deployed to our existing client base at its full functionality. As our client base continues to expand, we anticipate even further growth. In addition, we are also looking for opportunities to expand the system overseas after linking up with major internet advertising players outside of China such as Facebook, Google and others."

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 O2O 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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