



## ChinaNet Online Holdings, Inc. Announces Strategic Partnership With China Business Journal

BEIJING, April 26, 2012 (GLOBE NEWSWIRE) -- ChinaNet Online Holdings, Inc. (Nasdaq:CNET) (the "Company"), 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 service for entrepreneurs in the People's Republic of China, announced that it has entered a strategic partnership with China Business Journal ("CBJ"). The two firms will cross-promote each other's services across their networks of online and offline assets.

China Business Journal, in publication since 1985, is one of the most widely distributed Mandarin and English-language weekly print publications focused on business issues in Greater China. China Business Journal has over 920,000 weekly subscribers to its magazine and over 3 millions of online readers. The strategic partnership focuses primarily on ChinaNet's [liansuo.com](http://liansuo.com) services for large, medium and small-medium businesses and entrepreneurs. Starting this month, ChinaNet will begin to run weekly advertisements in China Business Journal's print and online magazines. In exchange, the Company will share its internet resources to help CBJ further expand its existing subscription rate with the potential to obtain more advertisements requests from SMEs.

Mr. Handong Cheng, Chairman of ChinaNet Online Holdings explained, "This is an important strategic partnership that will provide significant benefits to ChinaNet and China Business Journal. Gaining access to approximately 200,000 business owners or business decision makers, we have an opportunity to generate significant incremental revenues over the next 9 to 24 months. Our joint collaboration will allow both companies to further expand our brands and provide valuable information and services to a wider audience and bring more businesses to each other based on the synergy that this partnership will create."

In addition, the two companies will conduct joint marketing campaigns to highlight key developments in the franchise industry and SMEs in Greater China. The first campaign, scheduled to occur in the third quarter of 2012, will cover the analysis of SMEs, brand development and marketing, business management of chain stores, sales channel expansion, and establishing franchises in 3<sup>rd</sup> and 4<sup>th</sup> tier cities 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](http://28.com), [Liansuo.com](http://Liansuo.com) and [Chuangye.com](http://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>.

### About China Business Journal

China Business Journal founded in 1985, sponsored by the Social Sciences Industry Department of Chinese Academy Institution, always adhering to the "life-long learning", intelligence operations and "return society" phenomena with insight into the commercial phenomena, and interpretation of commercial activity while boosting business success. It is one of three the largest advertising volume economic newspaper, also with the largest version and most increasing benefit advertising newspaper. Through implementation of the regionalization of the distribution strategy, distribution network across 240 major cities national. Gradually developed into newspaper group, it covers China Business Journal (weekly), Business School (monthly), Career (monthly) and China Economist (bimonthly, English).

### 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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