

## ChinaNet Participated in 2014 Sina Supporting Wings Corporate Marketing Summit

BEIJING, Sept. 25, 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 ChinaNet participated in *2014 Sina Supporting Wings Corporate Marketing Summit by Sina with growing perspectives on new digital advertising and marketing product*. Nearly a thousand advertisers from the apparel, tourism and education sectors, as well as others, participated in the event.

*Supporting Wings* is a marketing tool designed to get company information in front of Sina users, accurately delivering messaging based on user attributes and social relationships within the target population. *Supporting Wings* complements ChinaNet Online offerings with a focus on providing precision marketing tools to customers. The *Supporting Wings* solution is individually tailored to each user, and will help companies increase awareness and address the typical issues that arise in marketing. *Supporting Wings* will also offer consulting services and professional training to clients.

The tool integrates data from Sina, China's mainstream media portal, and other popular shopping platforms such as Taobao and T-Mall, making it possible to track all related internet behavior and customer interests and precisely target customers with products that interest them. As a result, advertising will be more effective, leading to more clicks and ultimately more purchases.

ChinaNet COO George Chu said, "It is an honor to participate in this event to further communicate with the industry and explore the working relationship between Sina and other participants. *Supporting Wings* is definitely a cutting edge marketing tool and, combined with ChinaNet's Micro-Sell 360, can increase the volume and depth of sales leads provided to businesses both small to large. Internet marketing is becoming more and more complicated, and a high volume of information is transmitted and exchanged. Significant technology and analysis is necessary to generate actionable sales information that will cost-effectively boost sales. The future promises to be even more exciting for internet and mobile digital marketing as we are getting more and more direct and personalized. I believe ChinaNet's growth will explode when smart phone usage peaks over the next two years in China with the big data we have accumulated in years of operation. Having an additional stream of growing revenues from B2C sales leads should create a new era for the company, while we further perfect the depth and quality of B2B sales leads."

### 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 online to offline (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](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>.

### 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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