

## Photo Release -- ChinaNet Online Holdings to be Featured Sponsor on CCTV Series

### Will Elevate ChinaNet's Brand to a National Audience

BEIJING, Sept. 2, 2011 (GLOBE NEWSWIRE) -- ChinaNet Online Holdings, Inc. ("ChinaNet" or the "Company"), (Nasdaq:CNET), a leading B2B integrated internet service provider for small to medium-sized enterprises (SMEs) aimed to expand sales networks in the People's Republic of China, today announced that it will be featured during the broadcast of a new TV series on CCTV from September to October 2011. ChinaNet's ads featuring [28.com](http://28.com), [Liansuo.com](http://Liansuo.com) and [Chuanye.com](http://Chuanye.com) will reach approximately 260 million households with a national coverage rate of over 72%.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10437>

ChinaNet will be a key sponsor of the new TV series "Xiao Zhan Feng Yun", a drama based on historical facts, commemorating the Republican Revolution of 1911. The TV series, which consists of 29 episodes, will be broadcast on CCTV-8 in most provinces at 7pm to 11pm from September to October 2011 with four episodes per day. ChinaNet's logo will be featured during the closing credits and three ads will be run during each episode. "Xiao Zhan Feng Yun" will also be promoted on [Sina.com](http://Sina.com) prior to and during the airing. In addition, Sina has obtained the exclusive online broadcasting rights for this TV series.

"As a leading B2B online destination for SMEs and entrepreneurs, [Liansuo.com](http://Liansuo.com) and [28.com](http://28.com) are strong and growing brands," stated Mr. Handong Cheng, Chairman and CEO of ChinaNet. "Our participation in "Xiao Zhan Feng Yun" provides us with high profile exposure that will allow us to reach millions of potential clients. As we build out of product and service capabilities such as [Liansuo.com](http://Liansuo.com) and [Chuangye.com](http://Chuangye.com), we are able to sell more services to a larger pool of prospective clients."

### About ChinaNet Online Holdings, Inc.

The Company, a parent company of ChinaNet Online Media Group Ltd., incorporated in the BVI, is a leading full-service B2B media development, and internet technology company providing online advertising, marketing and brand management solutions for small and medium-sized enterprises (SMEs) 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), [Chuanye.com](http://Chuanye.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.

The photo is also available at Newscom, [www.newscom.com](http://www.newscom.com), and via AP PhotoExpress.



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