



SearchMedia to Present at Rodman & Renshaw Annual China Investment Conference

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SHANGHAI, CHINA -- (Marketwire) -- 02/24/11 -- SearchMedia Holdings Limited ("SearchMedia" or the "Company") (NYSE Amex: IDI) (NYSE Amex: IDI.WS), one of China's leading nationwide multi-platform media companies, today announced that the Company will present at the Rodman & Renshaw Annual China Investment Conference, to be held March 6-8, 2011 at Le Royal Meridien in Shanghai, China. SearchMedia's management team is scheduled to present at 2:25-2:50 p.m. Beijing Time on Tuesday, March 8, 2011, and meet with institutional investors throughout the day.

For further details, please contact your Rodman & Renshaw institutional sales representative.

About SearchMedia

SearchMedia is a leading nationwide multi-platform media company and one of the largest operators of integrated outdoor billboard and in-elevator advertising networks in China. SearchMedia's core outdoor billboard and in-elevator platforms are complemented by its subway advertising platform, which together enable it to provide a multi-platform, "one-stop shop" services for its local, national and international advertising clients.

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