



## SearchMedia Promotes Presence in China's Out of Home Advertising Industry

April 7, 2011

### Management to Present at Influential Event

SHANGHAI, CHINA -- (Marketwire) -- 04/07/11 -- 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 8th Annual China Out of Home ("OOH") Communication Conference, hosted by Asia OOH Media, to be held from April 7-9, 2011 at the YinHe Dynasty Hotel in Chengdu, China. SearchMedia is scheduled to present on a panel entitled "Promoting Excellent Collaboration Projects" on Saturday, April 9, 2011.

Wilfred Chow, Chief Financial Officer of SearchMedia, commented, "Our participation in this influential event is our first step in actively promoting SearchMedia alongside peers within China's out of home advertising industry. Asia OOH Media hosts this conference every year and it has grown to be an important three days for any out of home executive operating in China. Our growth plan to be one of the leading out of home media companies in China includes attending more of these events, both as a thought leader in the space and as a potential partner. We also intend to collaborate with other leading media operators in the future to extend our national reach and we are kicking off that effort with our panel discussion this Saturday."

Paul Conway, Chief Executive Officer of SearchMedia, also remarked, "After the distractions of the past year, we are very pleased to focus full time on our growth and business development."

### 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 operates a network of high-impact billboards and one of China's largest networks of in-elevator advertisement panels in 50 cities throughout China. SearchMedia's core outdoor billboard and in-elevator platforms enable it to provide multi-platform, "one-stop shop" services for its local, national and international advertising clients.

### About Asia OOH Media and the China OOH Communication Conference

The Asia OOH Media publishes the Asia Outdoor magazine, currently the only comprehensive high-end periodical in the Asia-Pacific region that is focused on the Out-of-Home ("OOH") Media. The magazine provides in-depth industry information to support the innovative media by outdoor advertisers with a professional perspective and an international vision. The magazine was nominated for the 2008 "Magazine with Most Investment Value in China" award, and received the award of the "Most Influential Professional Media" in 2009 and 2010. For more information, please visit [www.asiaoutdoor.net](http://www.asiaoutdoor.net).

The Asia OOH Media is dedicated to enhancing the annual China OOH Communication Conference to be the most recognized brand and most influential industry conference in the Asia-Pacific region, and has successfully held seven annual events in the past. Over the three days from April 7-9, 2011, the 8th annual conference will bring together 12 sponsoring regional OOH media associations, over 50 supporting OOH companies across China and over 40 industry opinion leaders and C-level executives to discuss various topics in industry trends, innovation, integration and enhancement, 5 panel discussions to cover industry trends. The live news about the conference will be broadcast on premium websites including People.com.cn, Sina.com, Tencent.com, 163.com and others. For more information about the current and past events, please visit <http://zt.a.com.cn/asiaoutdoor>.

### Forward-Looking Statements

Any statements contained in this press release that do not describe historical facts, including statements about SearchMedia's beliefs and expectations, may constitute forward-looking statements as that term is defined by the United States Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expect," "anticipate," "future," "intend," "plan," "believe," "estimate," "confident" and similar statements. Any forward-looking statements contained herein are based on current expectations, but are subject to a number of risks and uncertainties that may cause actual results to differ materially from expectations. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statement, including whether the Company can successfully promote itself alongside its peers within China's out of home advertising industry; whether attending events such as the OOH conference will assist in the Company's growth plan; whether we will be successful in collaborating with other leading media operators to extend the Company's national reach; whether we can successfully focus on the Company's growth and business development; the risks that there are uncertainties and matters beyond the control of management and other risks outlined in the Company's filings with the U.S. Securities and Exchange Commission. SearchMedia cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. SearchMedia does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statement to reflect any change in the Company's expectations or any change in events, conditions or circumstances on which any such statement is based.

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