



SearchMedia to Present at Oppenheimer's 5th Annual China Dragon Call Conference

April 21, 2011

SHANGHAI, CHINA -- (Marketwire) -- 04/21/11 -- 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 Oppenheimer's 5th Annual China Dragon Call Conference, to be held May 17-19, 2011 at Oppenheimer & Co.'s office located at 300 Madison Avenue in New York City. SearchMedia's management team is scheduled to present at 12:35-1:05 p.m. ET on Tuesday, May 17, 2011, and meet with institutional investors throughout the day.

For further details, please contact your Oppenheimer 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 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.

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