



SearchMedia to Participate in Third Annual Pearl River Delta Business Summit

June 9, 2011

Participation Demonstrates Continued Commitment to Broader Presence in Southern China

SHANGHAI, CHINA -- (Marketwire) -- 06/09/11 -- 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 it will attend the Third Annual Pearl River Delta Business Leaders Summit ("the Summit") on June 10, 2011 at the Grand Hyatt in Shenzhen. The event brings together a number of small and medium sized businesses operating in Southern China, in order to promote cooperation between private enterprises in Hong Kong and Guangdong. Guangdong's Small and Medium Enterprise Bureau, Guangdong's Provincial Bureau of Private Economic Development, and Shenzhen's Center for Small and Medium Enterprises will host the event.

Wilfred Chow, Chief Financial Officer of SearchMedia, commented, "We are actively expanding our presence in China's southern cities like Shenzhen and Guangzhou, as well as in Hong Kong. Southern China is a compelling addressable market for SearchMedia and we view it as region of long term growth, as home to many potential advertisers and a market that more and more national advertisers want to reach. Participation in this important event should further deepen our presence in billboard, elevator and transit sales in the region."

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. Additionally, SearchMedia operates a network of large-format light boxes in concourses of eleven major subway lines in Shanghai. 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.

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. Potential risks and uncertainties include, but are not limited to, whether participation in the event will expand the Company's presence in the Southern China and Hong Kong markets, whether the Company will be able to present SearchMedia to potential advertisers in the Southern China region, whether Southern China presents long term growth opportunities, and whether participation in the Summit will further deepen the Company's presence in billboard, elevator and transit sales in the Southern China and Hong Kong regions 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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