



SearchMedia to Hold Annual General Meeting of Shareholders in Shanghai on September 13, 2011

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SHANGHAI, CHINA -- (Marketwire) -- 08/12/11 -- SearchMedia Holdings Limited ("SearchMedia" or the "Company") (NYSE Amex: IDI) (NYSE Amex: IDI.WS), one of China's leading nationwide multi-platform media companies, announced that the Company will hold its 2011 annual general meeting of shareholders (the "Meeting") at Floor 13, Central Modern Building, 468 Xinhui Road, Shanghai, China, 200060, on September 13, 2011 at 9:00 a.m. local time. In order to regain compliance with NYSE Amex Company Guide Section 704, the Meeting will also serve as the Company's 2010 annual general meeting of shareholders.

For questions regarding the annual general meeting or to view related materials, please visit the Investor Relations section of the Company's website at <http://www.searchmediaholdings.com>, as well as the SEC's website at <http://www.sec.gov>.

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 are complemented by its transit 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, the Company holding its 2010 annual general meeting to regain compliance with NYSE Amex Company Guide, 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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