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China Data Broadcasting Holdings Limited

(中華數據廣播控股有限公司)*

(incorporated in Bermuda with limited liability)

(Stock Code: 8016)

APPOINTMENT OF EXECUTIVE DIRECTORS

The Board is pleased to announce that Mr. Dong Rong was appointed as executive director of the Company with effect from 1 June 2011.

The Board of Directors (the “Board”) of China Data Broadcasting Holdings Limited (the “Company”) is pleased to announce that Mr. Dong Rong was appointed as executive directors with effect from 1 June 2011.

Mr. Dong Rong, age 34, is assistant to general manager of Changhong Overseas Development Limited. Mr. Rong obtained his Master Degree of Business Administration in Industrial Management from Sheffield Hallam University (UK) and Diploma in Economics and Trade English from Hunan Institute of Engineering (PRC). He has over 13 years of experience in operation management.

Mr. Rong has entered into service agreement with the Company for a period of twelve months commencing on 1 June 2011 and the emolument is HKD360,000 per annum, which is determined by reference to Mr. Rong’s duties and experience. Mr. Rong is not related to any directors, senior management, management shareholders, substantial shareholders or controlling shareholders of the Company or any of its subsidiaries or any of their respective associates and does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. Save as disclosed above, the Company does not have any other matters that need to be brought to the attention of the holders of securities of the Company.

For and on behalf of
China Data Broadcasting Holdings Limited
Yu Xiao
Chairman

Hong Kong, 1 June 2011

As at the date of this announcement, the executive directors of the Company are Mr. David Ji Long Fen, Mr. Yu Xiao, Mr. Tang Yun, Mr. Xiang Chao Yang, Mr. Wang Zhenhua, Mr. Wu Xiangtao and Ms. Shi Ping and the independent non-executive directors of the Company are Mr. Jonathan Chan Ming Sun, Mr. Robert Ip Chun Chung and Mr. Sun Dongfeng.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will appear on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for 7 days from the day of its posting thereon.

** For identification purposes only*