



FOR IMMEDIATE RELEASE

CHINA MEDIAEXPRESS HOLDINGS, INC. SIGNS A CONTRACT WITH THE ORGANIZING COMMITTEE OF THE 16TH ASIAN GAMES

Fujian, China – February 23, 2010 – China MediaExpress Holdings, Inc. (NYSE Amex: CCME) (“CME” or “Company”) today announced that it has signed contract with the Organizing Committee of the 16th Asian Games which run from November 12 to November 27, 2010 in Guangzhou. The agreement provides for CME to display a 30 second advertisement promoting the games on its current network of buses from February 1, 2010 until November 30, 2010.

Guangzhou is China’s third largest city, after Beijing and Shanghai, and is the second host city in China after Beijing in 1990. A total of 42 sports are scheduled to be contested in 53 different venues, making it the largest Asian Games ever. Tens of millions of travelers are expected to travel to Guangzhou and other surrounding cities to view the games.

Zheng Cheng, CME’s Founder and CEO, noted, “We are pleased to have been selected by the Guangzhou Asian Games Organizing Committee as one of its media advertisers. Our association with the Asian Games should enhance our reputation among our clients, both leading advertising agencies and corporations, as well solidify our position as a major media player in this market. We are working on signing on additional bus operators and advertising clients to take advantage of the exceptionally large number of travelers in the Guangzhou area during the Asian Games.”

About CME

CME, through contractual arrangements with Fujian Fenzhong, an entity majority owned by CME’S former majority shareholder, operates the largest television advertising network on inter-city express buses in China. While CME has no direct equity ownership in Fujian Fenzhong, through the contractual agreements CME receives the economic benefits of Fujian Fenzhong’s operations. Fujian Fenzhong generates revenue by selling advertisements on its network of television displays installed on over 20,000 express buses originating in fourteen of China’s most prosperous regions, including the five municipalities of Beijing, Shanghai, Guangzhou, Tianjin and Chongqing and nine economically prosperous provinces, namely Guangdong, Jiangsu, Fujian, Sichuan, Hebei, Anhui, Hubei, Shandong and Shanxi which generate more than half of China’s GDP.

Forward-Looking Statements

This press release includes “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 (the “Securities Act”), as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). Forward-looking statements include, but are not limited to statements regarding expectations, hopes, beliefs, intentions or strategies regarding the future. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. The words “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “might,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “would” and similar expressions may identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements in this report may include, for example, statements about:

- The Company’s goals and strategies;
- The Company’s future prospects and market acceptance of its advertising network;
- The Company’s future business development, financial condition and results of operations;
- Projected changes in revenues, costs, expense items, profits, earnings, and other estimated financial information;
- The Company’s ability to manage the growth of its existing advertising network on inter-city express buses and expansion to prospective advertising network on high speed railways;
- Trends and competition in the out-of-home advertising media market in China;
- Changes in general economic and business conditions in China; and
- Chinese laws, regulation and policies, including those applicable to the advertising industry.

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