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## **CMMB VISION HOLDINGS LIMITED**

**中國移動多媒體廣播控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 471)**

### **VOLUNTARY INFORMATION DISCLOSURE**

#### **Cooperation Agreement with China Education Television to develop National Digital Educational Platform via CMMB**

The Board is pleased to announce that the Company's recently invested China company Fuxue Media ("Fuxue") (announcement dated 3 September 2010) has signed the National Digital Educational Platform CMMB Cooperation Agreement with the China Educational Television ("CETV").

CETV authorizes and supports Fuxue to develop and operate the National Digital Educational Platform project throughout the country via the handheld mobile TV multimedia platform. At the same time, CETV will provide the necessary video education contents and programming updates regularly for the operation.

CETV is the national television directly under the Ministry of Education of the People's Republic of China. It is also one of the two only national television stations and at the same time the largest public interest educational platform in China.

The National Digital Education Platform is aimed at constructing and promoting continued lifelong and open education by means of new media technologies and delivery channels.

The Platform will combine content production and aggregation centre, course broadcasting and delivery centre, as well as customer services centre into a unified operating platform to offer integrated educational resources.

The Platform will primarily offer general knowledge-based education, and also degree-based academic training, migrant worker technical training, and vocational education. The goal is to devote every effort to develop and promote lifelong and continued open education for the general public and at the same time create a top-rated continued open education program in China.

At present, a lot of countries, such as U.S.A and Japan, have adopted electronic classroom education. Students are able to have classes anytime and anywhere, via mobile phone, tablet computers, and other mobile devices. The Company and Fuxue Media are planning to create a platform combining digital mobile TV and internet to provide interactive and mobile education services in support of CETV's National Digital Education efforts in China.

By order of the Board  
**CMMB Vision Holdings Limited**  
**Wong Chau Chi**  
*Chairman*

Hong Kong, 18 October 2010

*As at the date of this announcement, the Board comprises one executive Director, namely Mr. WONG Chau Chi; four non-executive Directors, namely Mr. CHOU Tsan-Hsiung, Mr. YANG Yi, Dr. LI Jun and Dr. Hui LIU; and three independent non-executive Directors, namely Mr. WANG Wei-Lin, Mr. YU Kam Kee Lawrence BBS, MBE, JP and Mr. Shan LI.*