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**CHINA DATA
BROADCASTING**

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 INDEPENDENT NON-EXECUTIVE DIRECTOR

This announcement is made pursuant to Rule 17.50(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors (the “**Board**”) of China Data Broadcasting Holdings Limited (the “**Company**”) is pleased to announce that Mr. Cheng Yuk Kin (“**Mr. Cheng**”) has been appointed as an independent non-executive director of the Company and the member of Audit Committee and Independent Board Committee with effect from 27 November 2012.

Mr. Cheng, aged 37, has 15 years of experience in corporate finance and audit. Mr. Cheng is currently an executive director of Ivory Capital Private Limited (“**Ivory Capital**”). Prior to joining Ivory Capital, from May 2002 to March 2004 he worked at Deloitte & Touche Corporate Finance Ltd in Hong Kong and from 2000 to 2002 at Emerging Markets Partnership, the principal advisor to AIG Asian Infrastructure Fund L.P..

Mr. Cheng obtained a Bachelor of Business Administration in Finance from the Hong Kong University of Science and Technology in November 1997 and a Master of Business Administration from the George Washington University School of Business in the United States of America in January 2002. He was admitted as a member of the American Institutional Certified Public Accountants in September 1998.

* *For identification purposes only*

Mr. Cheng has not held any directorship with any other listed company in the last three years. He does not have any relationship with any director, senior management or substantial or controlling shareholder of the Company within the meaning of the Listing Rules nor any interests in the securities of the Company or any of its subsidiaries within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

Mr. Cheng does not hold any position with the Company or any of the Company's subsidiaries.

The Company has entered into a service contract with Mr. Cheng, pursuant to which Mr. Cheng is appointed for a term of one year with effect from 27 November 2012 and Mr. Cheng will be entitled to a director's fees of HK\$180,000. In determining the amount of the director's fees of HK\$180,000 to be paid to Mr. Cheng, the Board has taken into account the level of remuneration paid to independent non-executive directors of comparable companies, the amount of time Mr. Cheng will be required to commit in fulfilling his duties as an independent non-executive director and the amount paid to existing independent non-executive directors of the Company.

Save as disclosed in this announcement, there is no other information required to be disclosed pursuant to Rule 17.50(2)(h) to 17.50(2)(v) of the Listing Rules and there is no other matter that needs to be brought to the attention of the shareholders of the Company in relation to the above appointment.

The Board takes this opportunity to extend a warm welcome to Mr. Cheng.

By order of the Board
China Data Broadcasting Holdings Limited
Yu Xiao
Chairman

Hong Kong, 27 November 2012

As at the date of this announcement, the executive Directors are Mr. Yu Xiao, Mr. David Ji Long Fen, Mr. Tang Yun, Mr. Xiang Chaoyang, Mr. Wu Xiangtao, Mr. Rong Dong and Ms. Shi Ping and the independent non-executive Directors are Mr. Jonathan Chan Ming Sun, Mr. Robert Ip Chun Chung and Mr. Sun Dongfeng.

This announcement, for which the directors collectively and individually accept full responsibility, includes particulars given in compliance with the listing rules of The Growth Enterprise Market ("GEM") of the Stock Exchange for the purpose of giving information with regard to the Company.

The directors of the Company jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement the omission of which would make any statement in this announcement misleading.

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 and on the website of the Company at <http://www.cdb-holdings.com.hk>.