

**“Our relevant, up-to-the minute news and entertainment is compelling viewing for China’s hundreds of millions of daily commuters”**

**Company Profile**

We believe we operate the largest out-of-home advertising network using real-time mobile digital television broadcasts to deliver content and advertising on mass transportation systems in China, based on number of displays. We reach approximately 26 million viewers in China each day through mobile digital displays in 16 affluent cities including Beijing, Shenzhen and Guangzhou, according to CTR Market Research. Our extensive network consists of over 48,719 digital TV displays and we have the unique ability to deliver real-time, location-specific broadcasting including news, stock quotes, weather and traffic reports and other entertainment programming on mass transportation systems.

For our advertisers, we enter into a number of contractual models that allow us to sell advertising time on local mobile television networks on buses and subways. We have expanded the geographic reach of our advertising operations by purchasing advertising time on existing mobile digital television networks in cities outside of our network to place advertisements pursuant to the demands of our clients. As a supplement to our mobile digital television advertising network, we also operate a stationary advertising platform in subway stations in Guangzhou and Shenzhen. Our national scale also allows us to command premium pricing.

**Market Facts**

Symbol: VISN (Nasdaq)  
Price: \$17.44  
Market Cap: \$1.19 billion  
(June 24, 2008)

**Market Overview**

**Advertising Expenditure in 2005**

	Per Capita (US\$)	% GDP
China.....	8.0	0.45
Hong Kong.....	362.1	1.43
South Korea.....	172.3	0.98
Taiwan.....	71.3	0.47
Japan.....	298.1	0.88
Asia average*.....	12.5	0.70
United States.....	557.4	1.33
United Kingdom..	367.3	0.97

\* Weighted average excluding Japan

**Promising Industry Outlook**



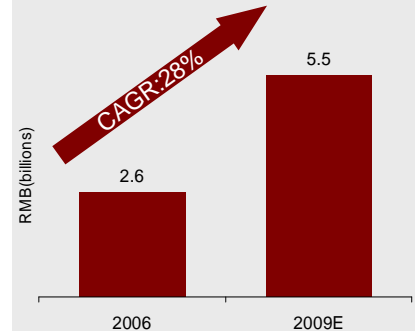
**Market Size** - China has the largest advertising market in Asia, excluding Japan, as measured by total advertising expenditure, according to ZenithOptimedia.

**Fast-growing Chinese economy** – The National Bureau of Statistics of China reported that the annual disposable income per capita in urban households increased from RMB7,703 in 2002 to RMB11,759 in 2006, representing a CAGR of 11.2%

**Urban Concentration** - In 2005, the advertising spending in Beijing, Shanghai and Guangdong province (which includes major cities of Guangzhou and Shenzhen), China’s most affluent urban areas, accounted for 15.8%, 18.8% and 16.6%, respectively, of the total advertising spending in China.

**Television advertising** - Television advertising accounts for the largest portion of the total advertising spending in China. According to the National Bureau of Statistics, at the end of 2006, China had 296 television stations which broadcast 13.6 million hours of television programs to 96.2% of China’s population. According to ZenithOptimedia, spending on television advertising was US\$5.1 billion in China in 2006, and is projected to grow to US\$8.2 billion in 2009, representing a CAGR of 16.8% from 2006 to 2009.

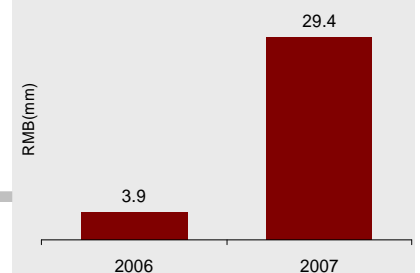
**China’s Spending on Other Advertising, Including Out-of-Home**



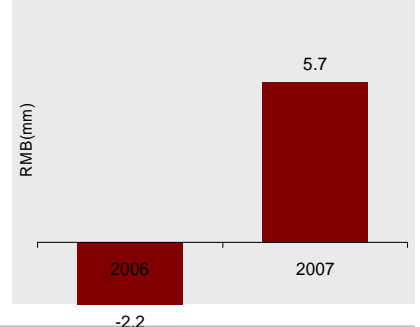
Source: ZenithOptimedia (Oct. 2007)

**Company Overview**

**Total Yearly Revenues**



**Yearly Net Income**



**Contractual Models**

● **Exclusive Agency Model** - exclusive advertising agency agreement with the partner local mobile digital television company

gives us the exclusive right to sell all of the advertising time on the city’s existing mobile digital television network located on buses with terms ranging from four years to twelve years.

● **Direct Investment Model** - a partner local television station, or its affiliate, have formed a jointly-owned mobile digital television operating company in which we hold an equity interest. gives us the opportunity to work in conjunction with the local television station to provide programs to meet the demands of our viewers and advertising clients.

● **Outreach Agency Model** - purchase advertising time from an existing mobile digital television company outside of our network, either directly or through an agent at the request of our clients. works in conjunction with our other network arrangements to extend the reach of our advertising operations to cover substantially all of the major advertising markets in China.

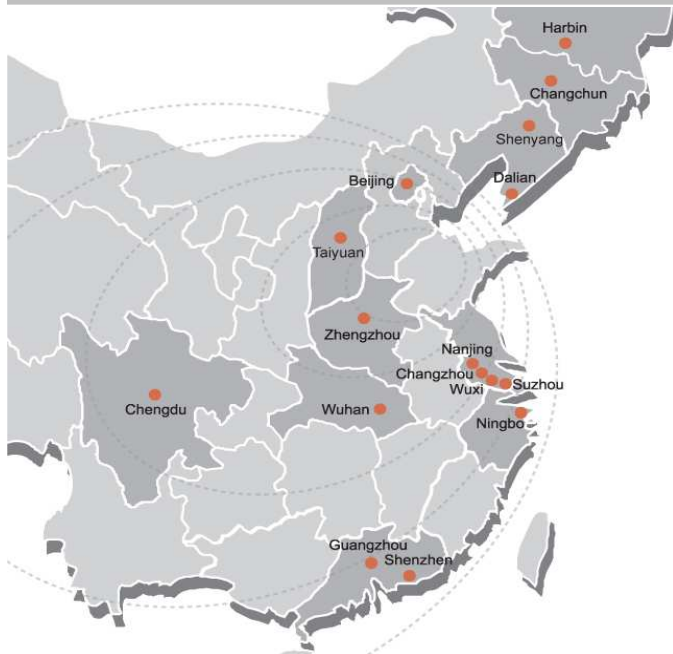
*“Our business model combines the advantages of both traditional television and out-of-home advertising networks”*

### Competitive Strengths

- Early presence in China's high growth potential mobile digital television advertising market
- Largest mobile digital television advertising network covering mass transportation in China
- Real-time ability to deliver time-specific and location-based content and advertising
- Exclusive and long-term contractual agreements
- Strong management and sales teams with extensive experience

### Extensive National Network

- 16 prosperous cities throughout China
- 26 million viewers per day
- Over 48,719 digital TV displays
- More than 380 advertisers
- Real-time news, stock quotes, weather, traffic and sports
- Real-time, location-specific broadcast platform enables flexible content, time, location-specific targeted advertising



### Strategy for Growth

- Expand the coverage and penetration of our national network
  - Strengthen our early mover advantage by expanding our network in existing cities
  - Expand into new cities through direct investment or exclusive agency agreements
- Maximize our average revenues per hour
  - Attract national and international brand name advertisers to purchase our advertising time
  - Deliver high-quality programs that attract our audience
  - Increase sales of soft advertising embedded in the programs and offer sponsorships of the programs
- Continue to pursue exclusive arrangements with additional mobile digital television companies
- Continue to explore new digital media technologies and techniques in order to enhance the effectiveness of our network
- Expand our network to other advertising media platforms
- Pursue strategic relationships and acquisitions

### Management

- |                            |   |
|----------------------------|---|
| <b>Limin Li</b><br>CEO     | <ul style="list-style-type: none"> <li>● Chairman and founder</li> <li>● Over 20 years of entrepreneurial and management experience</li> <li>● Established four successful brands in China</li> </ul>                             |
| <b>Dina Liu</b><br>CFO     | <ul style="list-style-type: none"> <li>● Joined June 2007</li> <li>● Over 10 years of audit experience</li> <li>● Former audit partner of Ernst &amp; Young Hua Ming</li> </ul>   |
| <b>Alfred Tong</b><br>CMO  | <ul style="list-style-type: none"> <li>● Joined February 2008</li> <li>● Over 21 years of marketing and media experience</li> <li>● Former marketing director of PepsiCo International</li> </ul>                                 |
| <b>Xiaowei Chen</b><br>CSO | <ul style="list-style-type: none"> <li>● Joined at inception of the company</li> <li>● Over 14 years of IT and media experience</li> <li>● Former general manager of Jiangsu Yinhe Operation Management Co. Ltd.</li> </ul>       |
| <b>Yi Zhang</b><br>CAO     | <ul style="list-style-type: none"> <li>● Joined at inception of the company</li> <li>● Over 10 years strategic investment and risk management experience</li> <li>● Former senior manager at Shenzhen Development Bank</li> </ul> |
| <b>Haijun Liu</b><br>CDO   | <ul style="list-style-type: none"> <li>● Joined at inception of the company</li> <li>● Over 20 years sales and marketing experience</li> <li>● Former general manager of Jilin Mobile Television</li> </ul>                       |

### In China:

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