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ChinaNet Online Announces Official Launch of SME Intelligent Marketing Data Service System CloudX

BEIJING, June 06, 2016 (GLOBE NEWSWIRE) -- ChinaNet Online Holdings, Inc. (NASDAQ:CNET) ("ChinaNet" or the "Company"), a leading B2B (business to business) Internet technology company providing online-to-offline (O2O) sales channel expansion, business strategies and marketing solutions for small and medium-sized enterprises (SMEs) by utilizing data analysis and cloud computing technologies in the People's Republic of China, today announced the official launch of its new SME Intelligent Marketing Data Services System, CloudX (the "System" or "CloudX") an eco-system containing brand promotion, store management, marketing services and membership services.

The new System enables ChinaNet to now manage and collect data from on-line business development to offline sales channels. The System is based on CloudX technology and consists of three components: a store management system including a stock and sales system and intelligent Point-of-Sale (POS) system, and a multi-functional app with an online retail store.

The store management system collects and analyzes product sale numbers from stores in real time and is analyzed by ChinaNet for suggested adjustments to product stock and inventory to improve customer sales. By utilizing CloudX in stores, ChinaNet can provide owners with sales analysis reports, including each single item's sales amount and period of time, improving management efficiency and store credibility. The System can be installed on either PC or mobile terminals.

The app, available for Android or IOS, contains brand promotion and payment solutions utilizing We-chat payment or Alipay. Customers using the app can sign up for membership and obtain points for downloading the app, and use them in the online retail store for products from ChinaNet clients. ChinaNet can conduct precise marketing and promotion through the mobile channels according to analysis of member customers' habits and preferences.

ChinaNet will charge 1500 to 2000 RMB in advance as an annual fee for the System. Brand or store owners acquire points for the annual fee and can also pay for an extra amount of points if they would like to set up rewards for customers to increase loyalty.

Mr. Handong Cheng, Chairman and CEO of ChinaNet commented, "We've been increasingly focusing on serving SMEs with brand promotion, and we have built up strong relationships with many clients in China, especially in consumption and services industries. It has been a great challenge for our clients when they have multiple stores, but their management capabilities and efficiencies have not kept pace. Smartphone and internet technology growth in China has created new opportunities for our clients. After one year of development, improvements and testing, the System is officially completed and launched today which is a great milestone for our company. We can now provide a closed eco-system from brand promotion to store management to our customers."

Mr. Cheng continued, "In the future, we will diversify the system with social communication functions to increase interactivity among the brands, stores and customers. At present we charge an annual fee from our clients and we are considering sales sharing models in the next few years. Our management believes that this system will create additional revenue and value for ChinaNet and our shareholders."

About ChinaNet Online Holdings, Inc.

The Company, a parent company of ChinaNet Online Media Group Ltd., incorporated in the BVI ("ChinaNet"), is a leading digital B2B (business to business) Internet technology company focusing on providing O2O sales channel expansion service for small and medium-sized enterprises (SMEs) and entrepreneurial management and networking service for entrepreneurs in China. The Company, through certain contractual arrangements with operating companies in the PRC, provides Internet advertising and other services for Chinese SMEs via its portal websites, 28.com, Liansuo.com and Chuangye.com. Website: <http://www.chinanet-online.com>.

Safe Harbor

This release contains certain "forward-looking statements" relating to the business of ChinaNet Online Holdings, Inc., which can be identified by the use of forward-looking terminology such as "believes," "expects," "anticipates," "estimates" or similar expressions. Such forward-looking statements involve known and unknown risks and uncertainties, including business

uncertainties relating to government regulation of our industry, market demand, reliance on key personnel, future capital requirements, competition in general and other factors that may cause actual results to be materially different from those described herein as anticipated, believed, estimated or expected. Certain of these risks and uncertainties are or will be described in greater detail in our filings with the Securities and Exchange Commission. These forward-looking statements are based on ChinaNet's current expectations and beliefs concerning future developments and their potential effects on the Company. There can be no assurance that future developments affecting ChinaNet will be those anticipated by ChinaNet. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond the control of the Company) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by such forward-looking statements. ChinaNet undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

Contact:

MZ North America

Ted Haberfield, President

Direct: +1-760-755-2716

Email: thaberfield@mzgroup.us

Web: www.mzgroup.us

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