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## ChinaNet Online's Intelligent Marketing Data Services System CloudX Receives Copyright Approval from the National Copyright Administration of China

BEIJING, July 28, 2016 (GLOBE NEWSWIRE) -- ChinaNet Online Holdings, Inc. (Nasdaq:CNET) ("ChinaNet" or the "Company"), today announced that the Company's Intelligent Marketing Data Services System CloudX has received copyright approval from the National Copyright Administration of China (NCAC), establishing the intellectual property rights for the system in China.

The new system is based on ChinaNet CloudX technology architecture. The system integrates with the Company's internal database and runs programmatic analysis to achieve precision targeting. In addition, the system captures, monitors and analyzes effectiveness metrics in real-time to optimize marketing on an ongoing basis. During trial use, the system has proven to significantly improve targeting precision and operating margin.

The CloudX system collects and analyzes product sale numbers from stores 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. In addition, by utilizing the combination of We-chat, customized mobile applications, on-line shopping platform and other mobile terminal channels, CloudX can help store owners effectively manage subordinate stores and simultaneously provide accurate marketing strategies to meet the demands of individual customers.

Mr. Handong Cheng, Chairman and CEO of ChinaNet commented, "Following the official launch of our Intelligent Marketing Data Services System CloudX, we will continue to optimize the service and its ecosystem to better serve the marketing needs of our SME clients. The precision targeting of our new data service system helps clients manage costs and is expected to drive revenue growth for the Company. With the added protection in place from the NCAC, we believe the system will be strong addition to our services."

### 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](http://28.com), [Liansuo.com](http://Liansuo.com) and [Chuangye.com](http://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.

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