

J.P. Morgan Appointed Depository Bank for Charm Communications' ADR Program

Hong Kong, June 29, 2010 - Charm Communications Inc, a leading provider of integrated advertising agency services in China has appointed J.P. Morgan as its depository bank for its listed American Depository Receipt (ADR) program.

Listed on the NASDAQ under the symbol CHRM, Charm Communications raised US\$ 74.22 MM through issuance of 7,812,500 American Depository Shares, each representing two ordinary shares, in its initial public offering. Each ADR was priced at USD 9.50.

"We are extremely proud to have successfully launched our ADR program, which confirms our ongoing commitment to the U.S. investor market", said Mr. Zhou Wei, CFO of Charm Communications. "J.P. Morgan's depository receipts team has been selected for its recognized leadership and expertise and remarkable professionalism."

Kenneth Tse, Asia Pacific head of J.P. Morgan's depository receipts group added: "In a year of gradual economic recovery, we are delighted to be working with Charm Communications to help them achieve their strategic goals and raise their international profile in the US market."

J.P. Morgan is committed to working closely with its clients to design and implement customised depository receipt ('DR') programs to achieve their strategic goals and facilitate DR liquidity.

J.P. Morgan launched the first depository receipt program in Asia in 1961 for Sony and serves as depository bank for leading companies throughout the region. J.P. Morgan provides a full range of ADR and Global Depository Receipt ('GDR') services to issuers seeking to have their equity traded on exchanges beyond their home markets.

For market information on depository receipts and international equities, please visit J.P. Morgan's award-winning web site www.adr.com.

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About Charm Communications

Charm Communications Inc. (NASDAQ: CHRM) is a leading domestic television advertising agency in China. Charm offers integrated advertising agency services from planning and managing advertising campaigns to creating and placing advertisements. Charm has also established a portfolio of television advertising media resources through its exclusive arrangements with four programs on CCTV, and two satellite television channels, Shanghai Dragon TV and Tianjin Satellite TV, which includes not only advertising time but also opportunities for placing branded content. Charm's clients include well-recognized brand names in China across many industries, as well as emerging domestic leading brands. In January 2010, Charm formed a joint venture with international 4A advertising group Aegis Media, its strategic investor, to operate its brand "Vizeum" in China. For more information about Charm Communications, please visit www.charmgroup.cn