



***For Immediate Release***

Contact:

China Yida Holdings  
George Wung CFO  
Phone: +1(909) 843-6358  
Email: [ir@yidacn.net](mailto:ir@yidacn.net)

CCG Investor Relations  
Crocker Coulson, President  
Phone: + (1) 646-213-1915  
Ed Job, CFA  
Phone: + (1) 646-213-1914  
Email: [ed.job@ccgir.com](mailto:ed.job@ccgir.com)

## **China Yida Retains CCG Investor Relations**

**FUZHOU, China** — October 13, 2009 — China Yida Holding Company (OTCBB: CNDH) (“China Yida” or the “Company”), a leading diversified entertainment and media enterprise in China, today announced that it has retained CCG Investor Relations to develop and execute its investor relations strategy.

“Among the world class tourist destinations managed by China Yida, Great Golden Lake was granted the title of Global Geopark by the United Nations Educational, Scientific, and Cultural Organization, and Dadi Tulou (Earth Building) is on the World Cultural Heritage List. We plan to capitalize on our industry experiences and extensive media network to enhance our presence in the tourism, media and entertainment industry,” said Dr. Minhua Chen, China Yida’s Chairman and CEO. “We look forward to collaborating with CCG to raise our visibility in both the investment community and with the financial media as we seek to become a world class tourism and entertainment company in China.”

“The increasing urbanization rate and a growing middle class with higher standards of living are expected to fuel growth in China’s tourism market. Huge amount of money spent by Chinese Government to improve the air, railway and highway transportation, also facilitates the growing demand for travelling,” commented Crocker Coulson, President of CCG “We intend to develop an integrated investor relations program to enhance China Yida’s profile in the investment community and will also assist the company in meeting the requirements to upgrade to a senior exchange.”

### **About CCG**

CCG is a global, full-service investor relations firm, headquartered in Los Angeles, CA, with offices in New York City, NY, Newport Beach and San Francisco, CA, Dallas, TX, Beijing, Shanghai and Tel Aviv. CCG is uniquely positioned to provide outsourced, high-level investor relations solutions to its clients, combined with an in-depth understanding of Asia’s corporate culture and economic environment, to convey their story to funds and broker-dealers located in the U.S. For further information, contact CCG directly, or visit the Company’s Web site at <http://www.ccgir.com>.

## **About China Yida**

China Yida Holding Co. is a leading diversified entertainment enterprise focused on China's fast-growing media and tourism industries and headquartered in Fuzhou City, Fujian province of China. The Company's media business provides operations management services; including channel, column and advertisement management for television station, presently the Fujian Education Television Station ("FETV", a top-rated provincial education television station), and "Journey through China on the Train" ("CRTV", the only railway on-board media authorized by Ministry of Railways). Additionally, the Company provides tourism management services, and specializes in the investment and development of natural, cultural and historic scenic sites. China Yida currently operates the Great Golden Lake tourist destination (Global Geopark, including Golden Lake, Shangqing River, Zhuanyuan Rock, Luohan Mountain and Taining Old Town.), Hua'An Tulou tourist destination (World Culture Heritage, including Dadi Tulou cluster and the Shangping Tulou cluster), and China Yunding tourist destination (National Park, including Colorful Rock Valley, Yunding Paradise, Yunding Waterfall, South Heavenly Mountain, and Seven Star Lake). The Company's operating scenic sites are over 300 square kilometers in the area. For further information, please contact the Company directly, or visit its Web site at <http://www.yidacn.net>.

## **Forward-Looking Statements**

Certain statements in this press release that are not historical facts are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may be identified by the use of words such as "anticipate," "believe," "expect," "future," "may," "will," "would," "should," "plan," "projected," "intend," and similar expressions. Such forward-looking statements, involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of China Yida Holding Co., Inc. (the "Company") to be materially different from those expressed or implied by such forward-looking statements. The Company's future operating results are dependent upon many factors, including but not limited to: (i) the Company's ability to obtain sufficient capital or a strategic business arrangement; (ii) the Company's ability to build and maintain the management and human resources and infrastructure necessary to support the anticipated growth of its business; (iii) competitive factors and developments beyond the Company's control; and (iv) other risk factors discussed in the Company's periodic filings with the Securities and Exchange Commission, which are available for review at [www.sec.gov](http://www.sec.gov).