



For Immediate Release

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China Yida to Present at 2009 Roth China Investor Conference

FUZHOU, China — October 12, 2009 — China Yida Holding Company (OTCBB: CNDH) (“China Yida” or the “Company”), a leading diversified entertainment and media enterprise in China, today announced that the Company’s management team will attend the 2009 Roth China Investor Conference.

The date and location of the 2009 Roth China Investor Conference are as follows:

Date:	October 13, 2009
Time:	8:00am to 8:30am
Location:	Fontainebleau, Miami Beach, FL

During the conference, China Yida management will be available for one-on-one meetings with analysts and portfolio managers. Interested parties and investors who wish to meet with China Yida management may contact ROTH sales representative directly at 1-800-678-9147 or e-mail conference@roth.com. Please note that this conference is by invitation only.

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, 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>.