

Focused on Our Strengths...



Corporate Presentation

May 2009

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Company Overview

The China Yida Holding, Co. (the “Company”) is a leading cultural-orientated entertainment company in China with diversified operations involving China’s tourism, media and other related industries and sectors.



Tourism Segment

- Tourist Destinations Development & Management
 - In-destination Entertainment & Activities
 - In-destination Transportation
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Media Segment

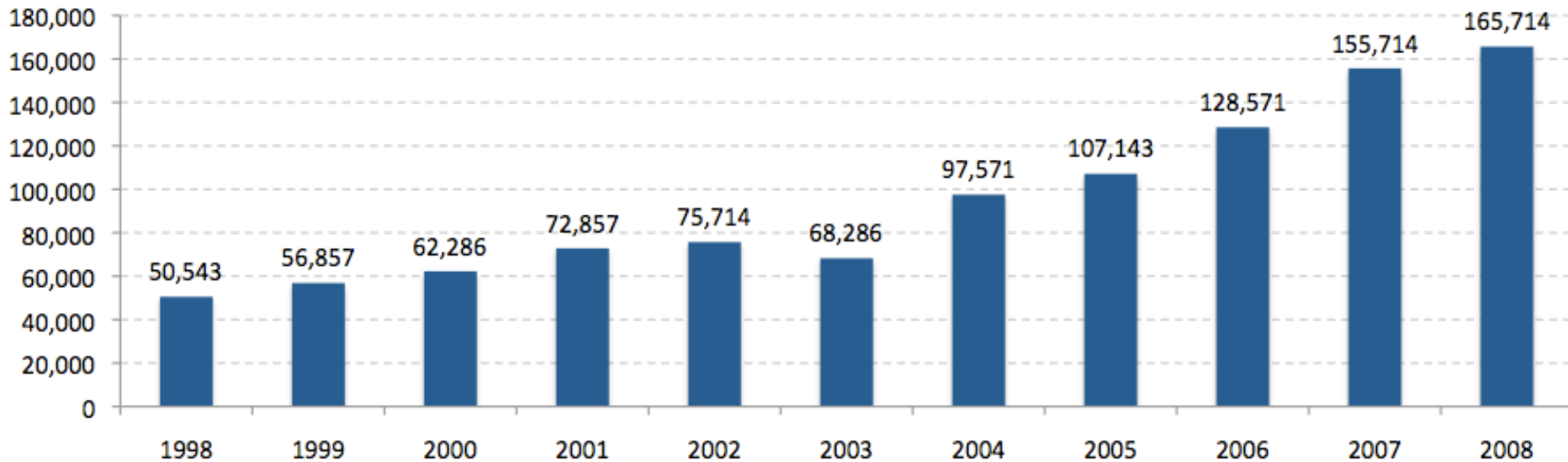
- TV Media
 - Cable & Analog
 - Transportation On-board Media
 - Railway
-



Involved Industry Overview – Tourism

CAGR:

China's Tourism Total Revenue



(Unit: Millions of USD, Source: National Tourism Administration of the People's Republic of China)

Involved Industry Overview – Media

Company Currently Involved Sectors: TV and On-board TV

China's Media Market Overview									
Media (Million of USD)	2001	2002	2003	2004	2005	2006	2007	2008 (E)	2009 (E)
TV	3,375	4,694	6,800	8,987	11,247	14,173	16,765	19,977	23,173
Radio					301	501	664	1,000	1,334
Newspaper	1,104	1,521	2,020	2,621	2,764	2,979	3,230	3,451	3,622
Magazine	66	100	178	229	282	357	431	518	622
Outdoor	1,078	1,290	1,468	1,514	1,992	2,461	2,739	3,086	3,898
Internet	60	79	169	303	527	783	1,395	2,305	3,236
Other Digital Media						333	735	1,338	1,961
Total	5,683	7,684	10,635	13,654	17,113	21,587	25,959	31,675	37,846

Y-to-Y Change	2001	2002	2003	2004	2005	2006	2007	2008 (E)	2009 (E)
TV	28.6%	39.1%	44.9%	32.2%	25.1%	26.0%	16.4%	19.2%	16.0%
Radio						66.3%	30.4%	50.6%	33.4%
Newspaper	15.2%	37.8%	32.8%	29.8%	5.5%	7.8%	6.7%	6.8%	5.0%
Magazine	31.2%	51.3%	77.7%	28.6%	22.9%	26.7%	18.8%	20.0%	20.0%
Outdoor		19.7%	13.8%	3.1%	31.6%	23.5%	9.5%	12.7%	26.3%
Internet	41.5%	32.6%	114.8%	78.6%	73.9%	48.6%	75.4%	65.3%	40.4%
Other Digital Media							117.5%	82.0%	46.5%
Total	43.2%	35.2%	38.4%	28.4%	25.3%	26.1%	18.3%	22.0%	19.5%

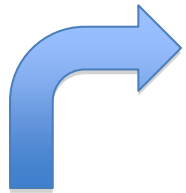
% as Media Industry	2001	2002	2003	2004	2005	2006	2007	2008 (E)	2009 (E)
TV	59.4%	61.1%	63.9%	65.8%	65.7%	65.7%	64.6%	63.1%	61.3%
Radio					1.8%	2.3%	2.6%	3.2%	3.5%
Newspaper	19.4%	19.8%	19.0%	19.2%	16.2%	13.8%	12.4%	10.9%	9.6%
Magazine	1.2%	1.3%	1.7%	1.7%	1.6%	1.7%	1.7%	1.6%	1.6%
Outdoor	19.0%	16.8%	13.8%	11.1%	11.6%	11.4%	10.5%	9.7%	10.3%
Internet	1.0%	1.0%	1.6%	2.2%	3.1%	3.6%	5.4%	7.3%	8.5%
Other Digital Media						1.5%	2.8%	4.2%	5.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Other Digital Media includes: Mobile Phone, In-door LCD display, On-board LCD display and Digital Magazine

Source: NMR, iAdTracker, CODC and GroupM

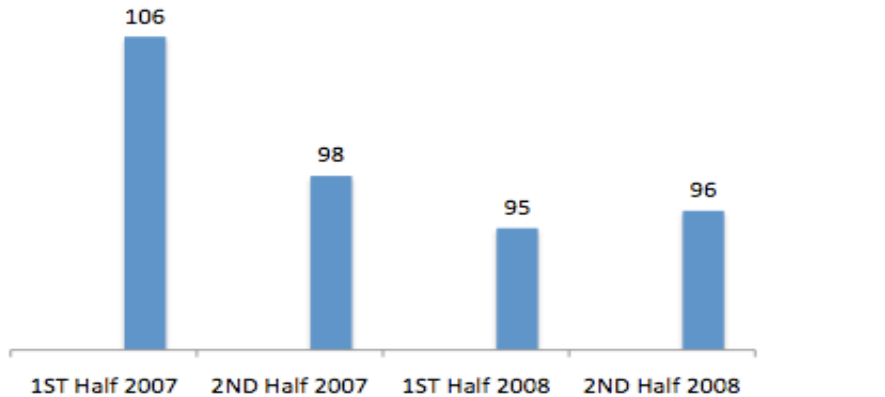


Industries under the Global Financial Crisis

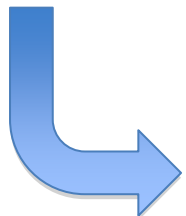


**Consumer Spending Sustains.
High Level of Spending Interest
on travel and outdoor activities**

Consumer Confidence in China

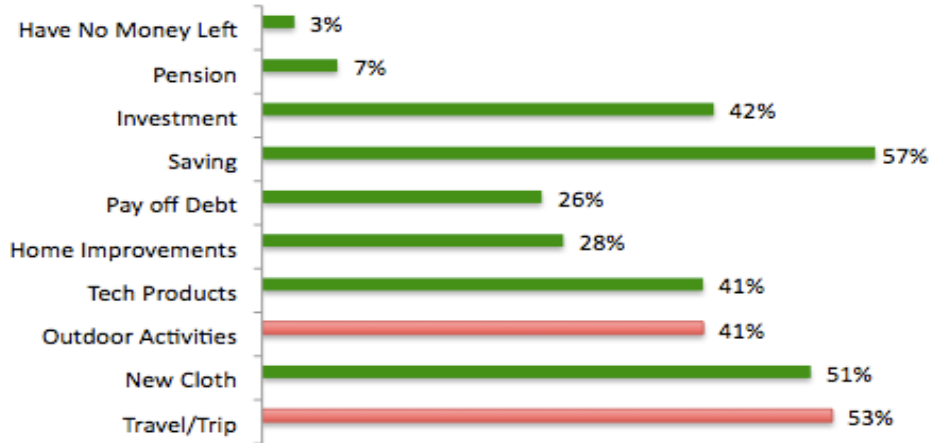


(Source: A.C. Nielson)



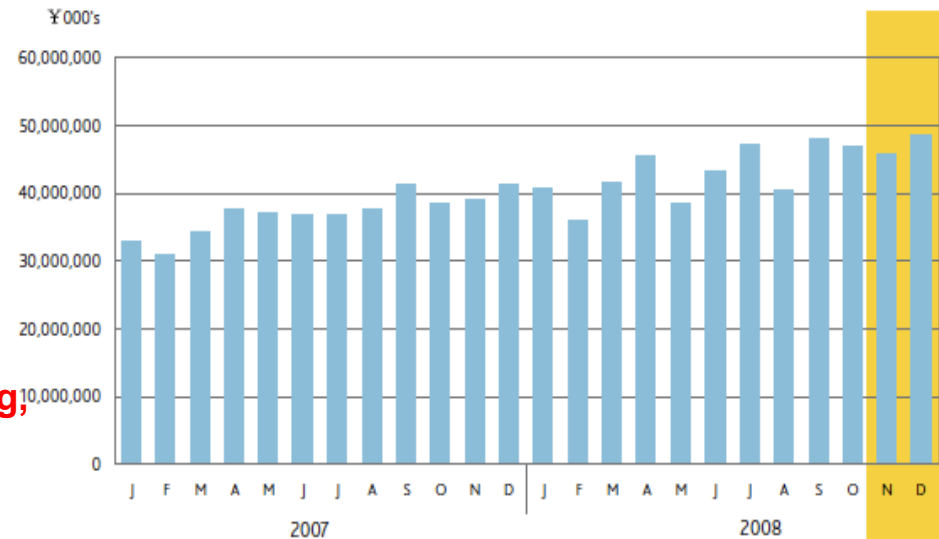
**Spending in Media Remains Strong,
especially the traditional medium**

Survey: Spending Directions after Basic Living Standards have been Fulfilled



Source: A.C. Nielson

Expenditures by Medium in China



Source: A.C. Nielson

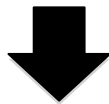
Unique Core Value and Approaches

Cultural-Orientated

Artistic Aspects
Natural Aspects
Historical Aspects
Educational Aspects
Environmental Aspects



Core Value →



Consumers

YIDA APPROACHES

Tangible Approach

Identify the individual opportunities

Package & manage the individual opportunities

Market & promote the individual opportunities

Intangible Approach

Talent Sharing

Network & Relationship Sharing

Client base Sharing

Marketing & Distribution Channels Sharing

Information Sharing

Purchasing Power Sharing

Brand Name Value Sharing

Experience Sharing

Unique combination of business sense and profound understanding of Chinese Culture



Unique Combination of Task Forces

The Company is comprised of its three key divisions. Together they have become a unique player in the marketplace with highly visible competitive advantages and strengths.



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Creation Division

Creation Division is comprised of our research and origination groups. Together they are dedicated to **DISCOVER** the value of our existing and potential assets through in-depth studies and researches, and eventually to aviate the opportunities to pre-grand-opening stage.

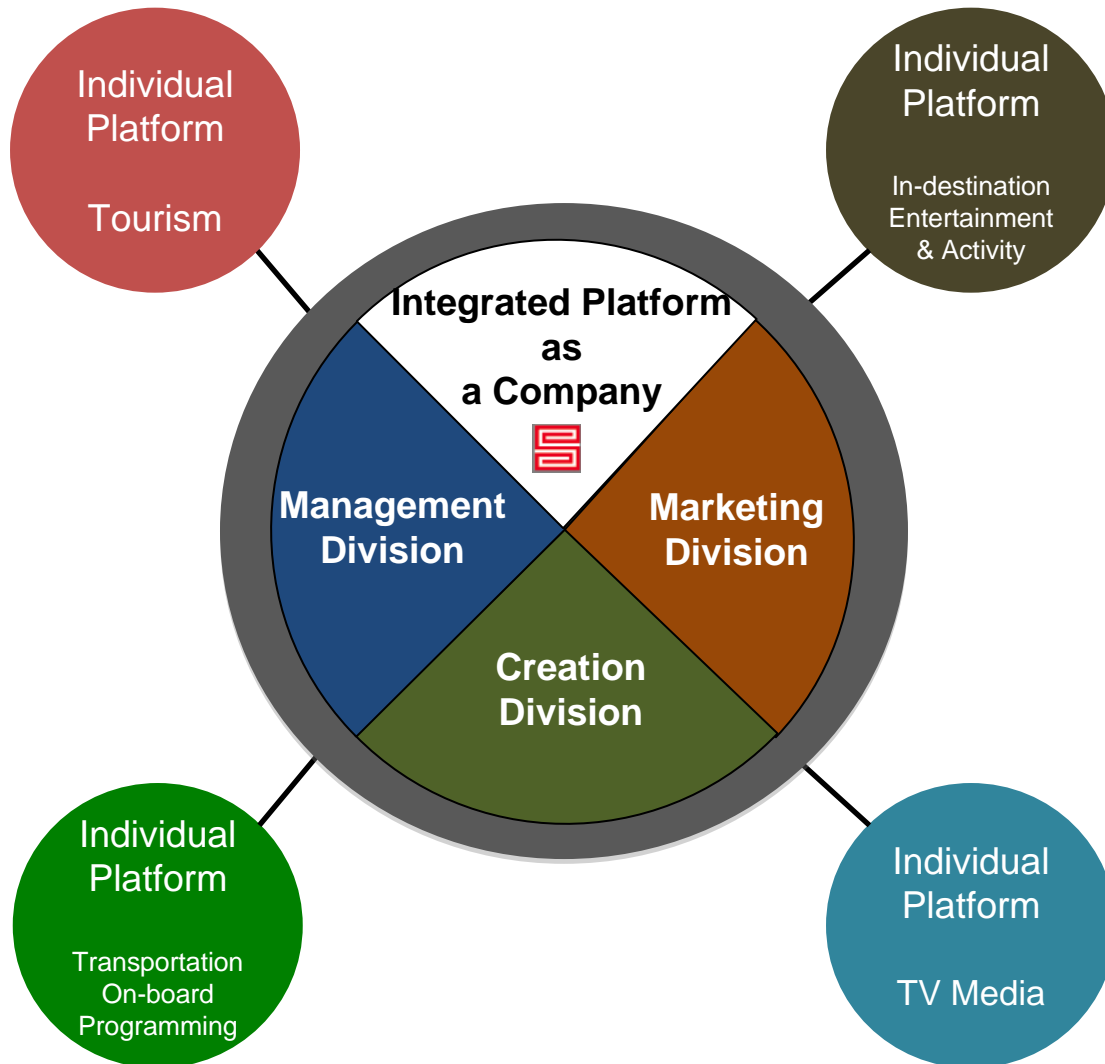
Management Division

Management Division is dedicated to **REALIZE** the value of our assets through Company's management professionals with rich experiences in China's media, tourism and related industries.

Marketing Division

Marketing Division is dedicated to **MAXIMIZE** the value of our assets and operations with efficient multi-platform or cross-platform promotions currently available through Company's integrated network of partners, clients and other resources.

Unique Creation of Efficiency



- ✓ Cost Efficient
- ✓ Broad Industry Coverage
- ✓ Flexibility
- ✓ Invisible Barrier for Competition
- ✓ Strong Recognition of Company brand name

Multi-platform Promotion
Cross-platform Promotion



Unique Creation of Efficiency – Sample One

Step 1:
Individual
Operation
Enters
Company

Step 2:
Integrated planning,
packaging, management and
promotion to other platforms
and third parties

Step 3 Tourism:
Tourist destination marketing
expertise

Individual
Platform

Transportation
On-board
Programming



Individual
Platform

Tourism

Individual
Platform

In-destination
Entertainment
& Activity

Step 3 Media:

- Planned
Distribution
through Other
Platforms
for Promotions
at lower costs

- Content
sharing &
exchange

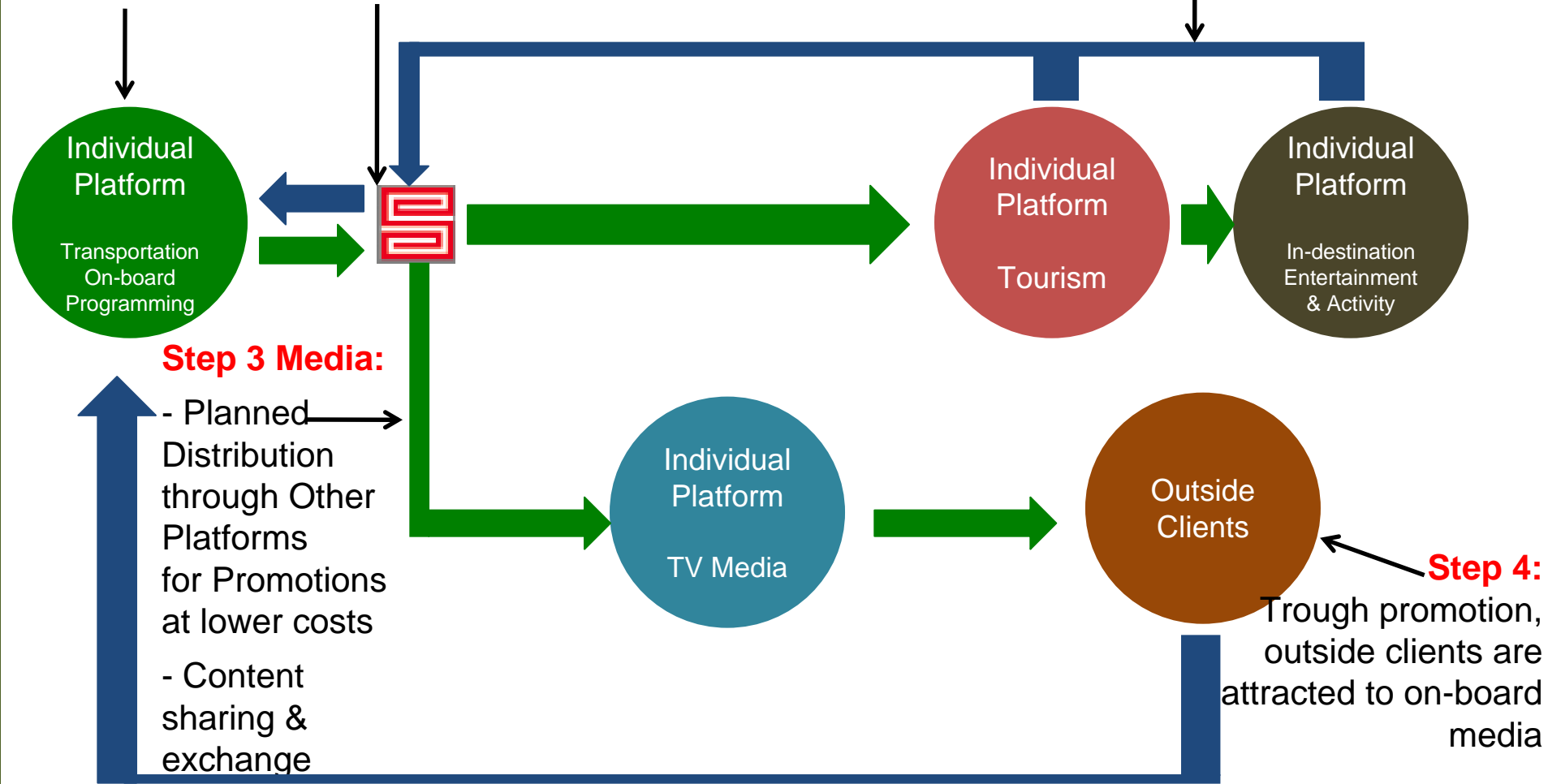
Individual
Platform

TV Media

Outside
Clients

Step 4:

Trough promotion,
outside clients are
attracted to on-board
media



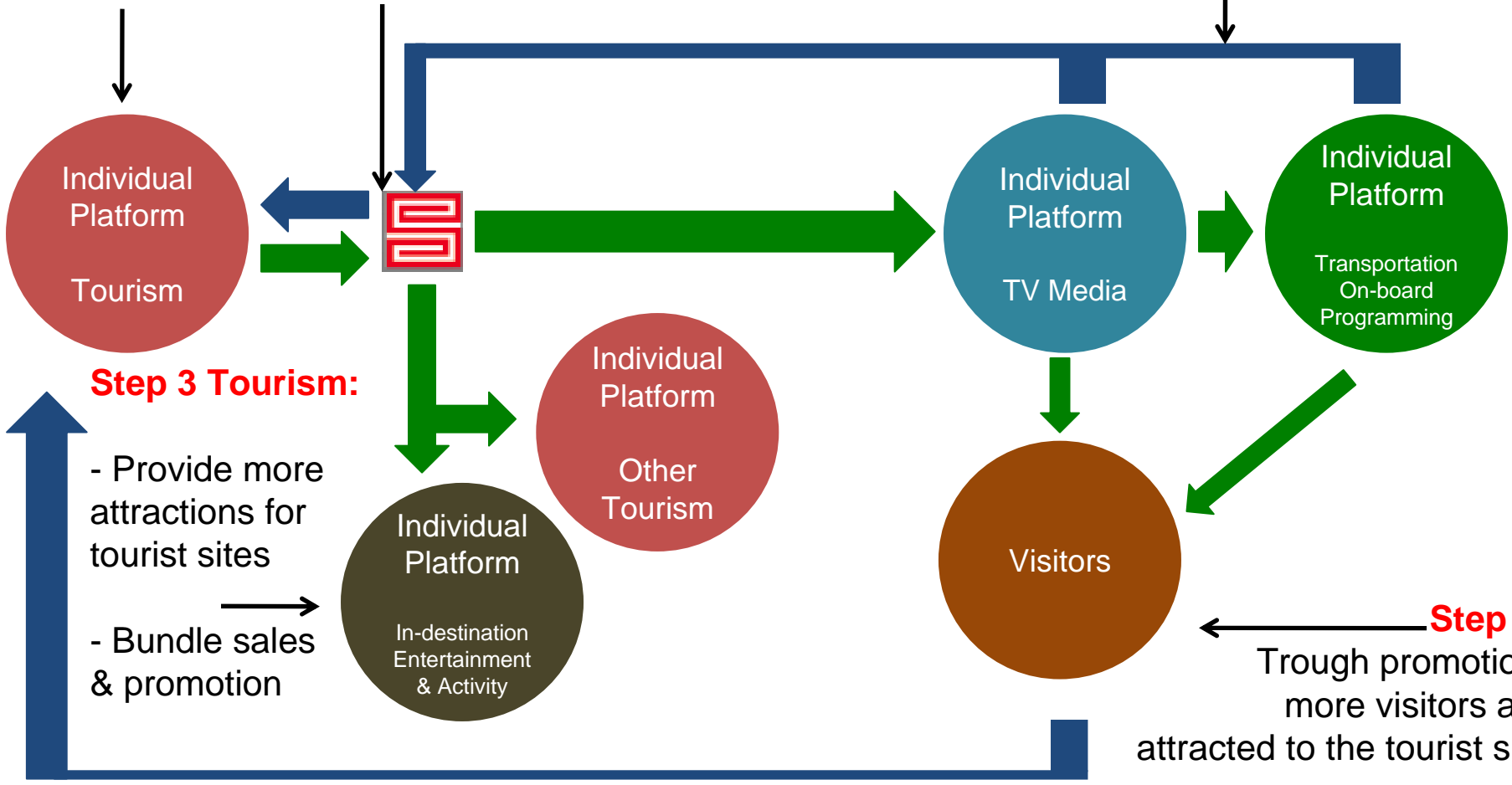


Unique Creation of Efficiency – Sample Two

Step 1:
Individual
Operation
Enters
Company

Step 2:
Integrated planning,
packaging, management and
promotion to other platforms
and third parties

Step 3 Media:
Promotion with low costs



Step 3 Tourism:

- Provide more attractions for tourist sites
- Bundle sales & promotion

Step 4:
Trough promotion,
more visitors are
attracted to the tourist site

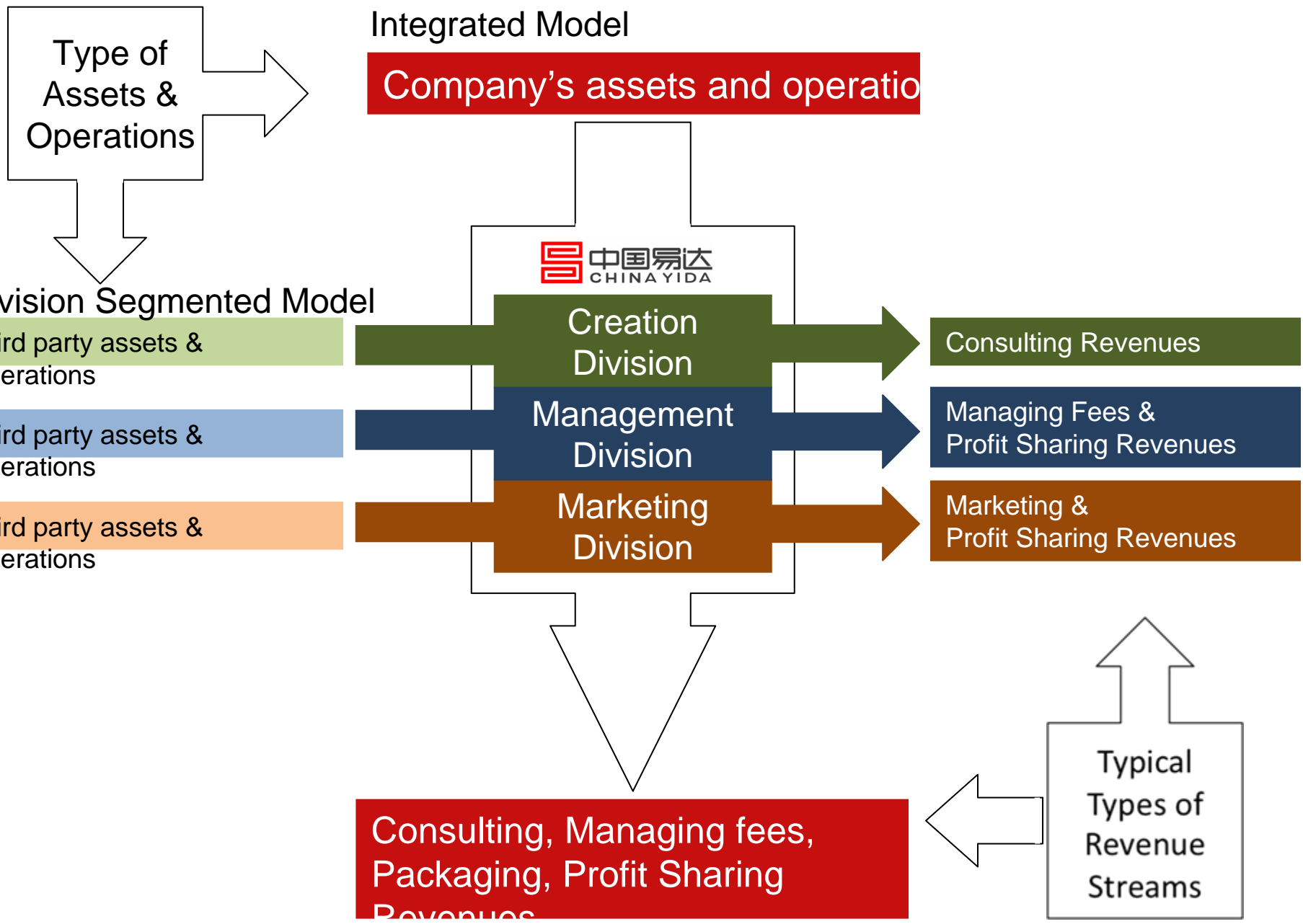
Unique Creation of Efficiency – Comparisons



	2008 (A)	2008 (A)	2008 (A)
Revenue - Media	\$23,319,235		\$180,786,883
Cost of Revenue - Media	\$5,779,082		\$144,422,208
Gross Profit - Media	\$17,540,153		\$36,364,675
Gross Profit Margin - Media	75.22%		20.11%
Revenue - Tourism	\$7,280,258	\$29,748,237	
Cost of Revenue - Tourism	\$1,904,329	\$15,822,471	
Gross Profit - Tourism	\$5,375,929	\$13,925,766	
Gross Profit Margin - Tourism	73.84%	46.81%	
Operating Expenses	\$3,919,429	N/A	N/A
Other Income (Expenses)	(\$35,205)	N/A	N/A
Income Taxes	\$670,347	N/A	N/A
Net Income	\$18,291,101	\$3,338,128	\$37,249,870
Net Profit Margin	59.78%	11.22%	20.60%

(Note: Exchange Rate of 1 USD to 6.8 RMB and 1 USD to 7.7 HKD applied)

Unique Revenue Streams



Our Origin and Path

Origin

Our operations started with:

FETV
a provincial level TV channel



Great Golden Lake
(a large scale tourist park)

With our unique business model and operation method, we created:



an integrated entertainment entity with cultural-focused orientation

Under China Yida's platform, FETV & Great Golden Lake are both very successful:



Successful demonstrations of Yida model

With our track record, we attracts more opportunities to join us:



Future

The future, even more opportunities...

Tourist and Related – Great Golden Lake

Great Golden Lake

Global Geopark

114 square miles in total size

90 square miles of water coverage area

Engaged with China Yida: 2001

Global Geopark title from UN: 2006



Voted China's Top 10 Most Appealing Tourist Location;

Voted China's Top 50 Places for Foreigners to Visit



Great Golden LAKE

Before: 2001

After: 2008

Was an average regional scenic spot

Obtained Global Geopark title becoming a national-level tourist destination

Average annual no. of visitors: **30,000 people**

◆
1,066
%

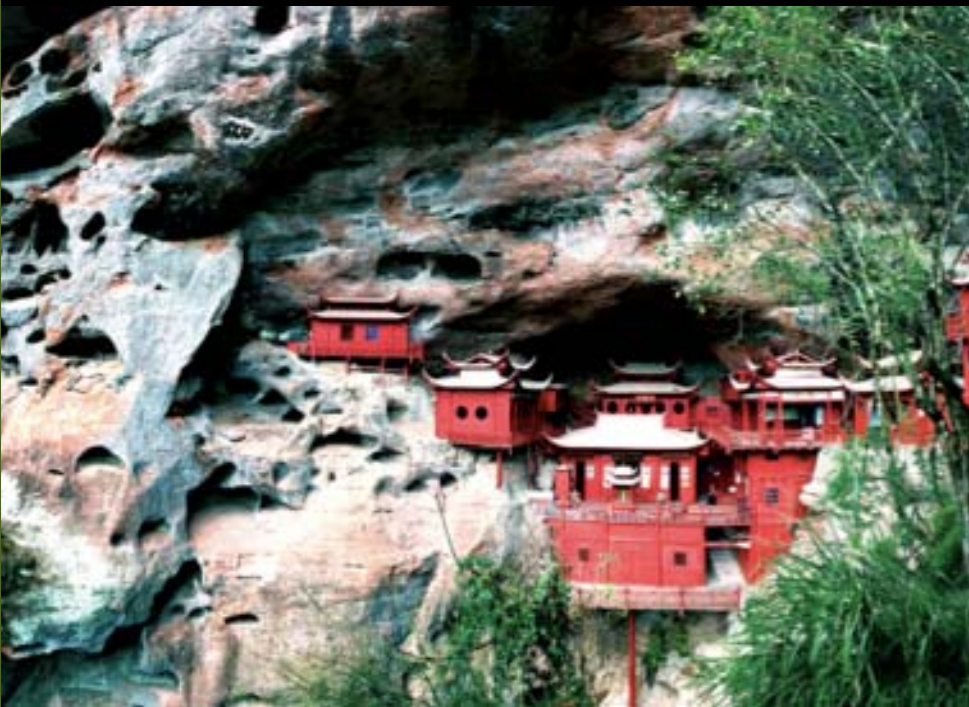
No. of visitors in 2008: **320,000 people**

Admission/ticket revenue: **USD\$250,000**

+
2,880
%

2008 admission ticket revenue: **USD 7.2m**





Tourist and Related – NEW

Hua'an Tulou – **World Cultural Heritage Site**



- An ancient architectural attraction was built hundred of years ago
- Engaged with China Yida: December 2008
- Opening: Q2 2009

Yunding

The biggest natural tourist & recreation destination close to major city of Fujian Province (30 miles from capital city of Fujian Province).

Engaged with China Yida: November 2008 | Opening: Q4 2009

Company currently runs total of 3 tourist/entertainment destinations in China

	World Heritage Sites	Global Geoparks	Total
World	878	57	935
China	37	20	57
Fujian Province	2	1	3
China Yida	1	1	2



Media and Related – FETV

FETV

Comprehensive Provincial TV Channel

Population covered: 32 million

Engaged with China Yida: 2004
Achieve provincial top 5 ranking: 2006

Fujian Province Overview

- 35 million people

- GDP RMB 1.08 trillion, ranked nationwide 12th place in 2008



FETV

Before: 2003

After: 2008

Provincial ranking:
#11

Provincial ranking:**#4**

Daily average audience rating:
0.12

◆
336
%

Daily average audience rating:**0.56**

Provincial market penetration: **2%**

◆
600
%

Provincial market penetration: **14%**

Provincial coverage rate: **27%**

◆
240
%

Provincial coverage rate: **92%**

Advertising revenue:
USD\$300,000

◆
36
Fold

2008 advertising revenue: **USD 23.3m**



FETV's Selected Clients





Media and Related – NEW

The Program – “Journey Through China on the Train”

Engaged with China Yida: February 2009

First programming started: March 2009

Currently covers (up to May 2009)

- 7 railways into Tibet: 25 tourist cities along the lines
- 5 Inter-city high speed railways: go through 28 of tier 1 & tier 2 cities
- All railway bureaus and office locations in China

Approximately 110-million-people of coverage is estimated annually

“Journey Through China on the Train” is part of total On-Train Programming brought by China’s Railway Bureau. The length of total On-Train Programming is determined by the travel time span of each line.

We customized our program into different length with localized contents and advertisements to fit into different railway lines.

- **Program on Railways into Tibet:** Daily broadcasting, 20 minutes duration, rotates multiple times daily
- **Program on Inter-city Lines:** Daily broadcasting, 5-20 minutes duration, rotates multiple times daily

Company currently runs total of 2 media-related operations in China.

Program to Railway Bureau: Weekly broadcasting, 20 minutes duration, runs Sat. & Sun.

“Journey Through China on the Train” Program Screen Shot One



One:
Introduction of
Tourist Destination
Infomercial Income

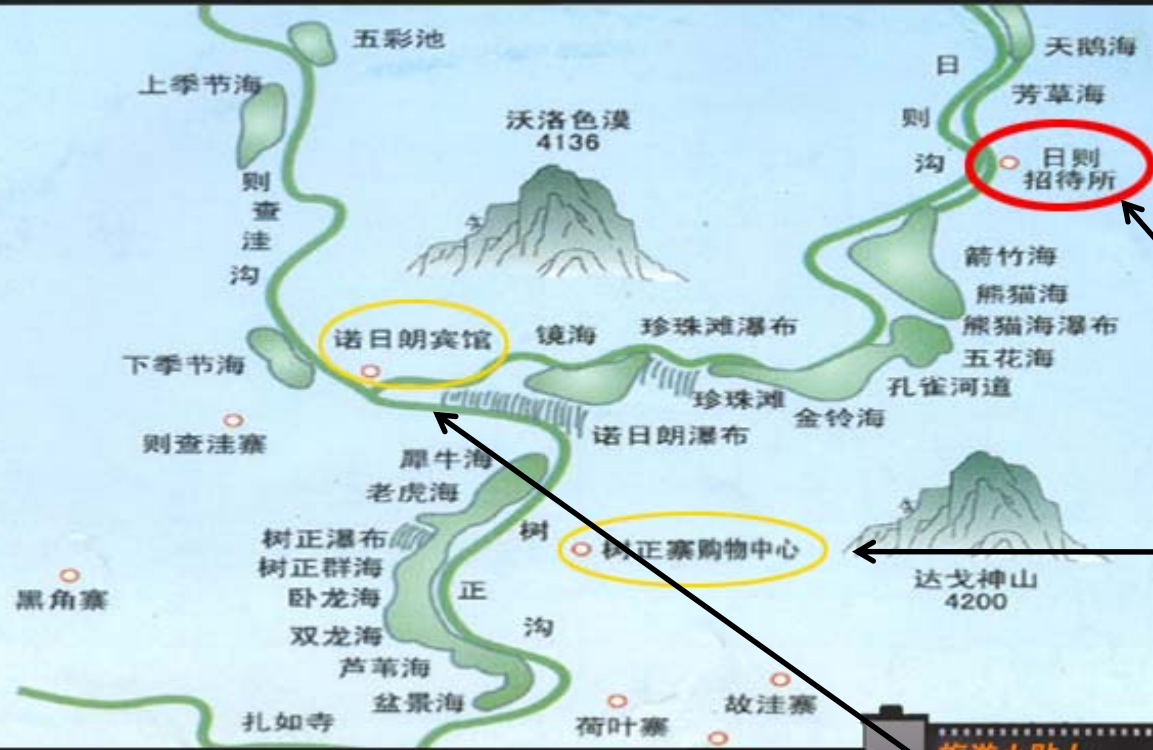
Two:
Sponsor Tag-in
Advertising Income

Three:
Sponsor News
Advertising Income

Multiple income sources for any second of progr



“Journey Through China on the Train” Program Screen Shot Two



One:
Introduction of
Tourist Destination
Infomercial Income

Two:
Introduction of Sponsor
Motel
Advertising Income

Three:
Introduction of Sponsor
Shopping Center
Advertising Income

Four:
Introduction of Sponsor
Hotel
Advertising Income

我们就来到了日则招待所

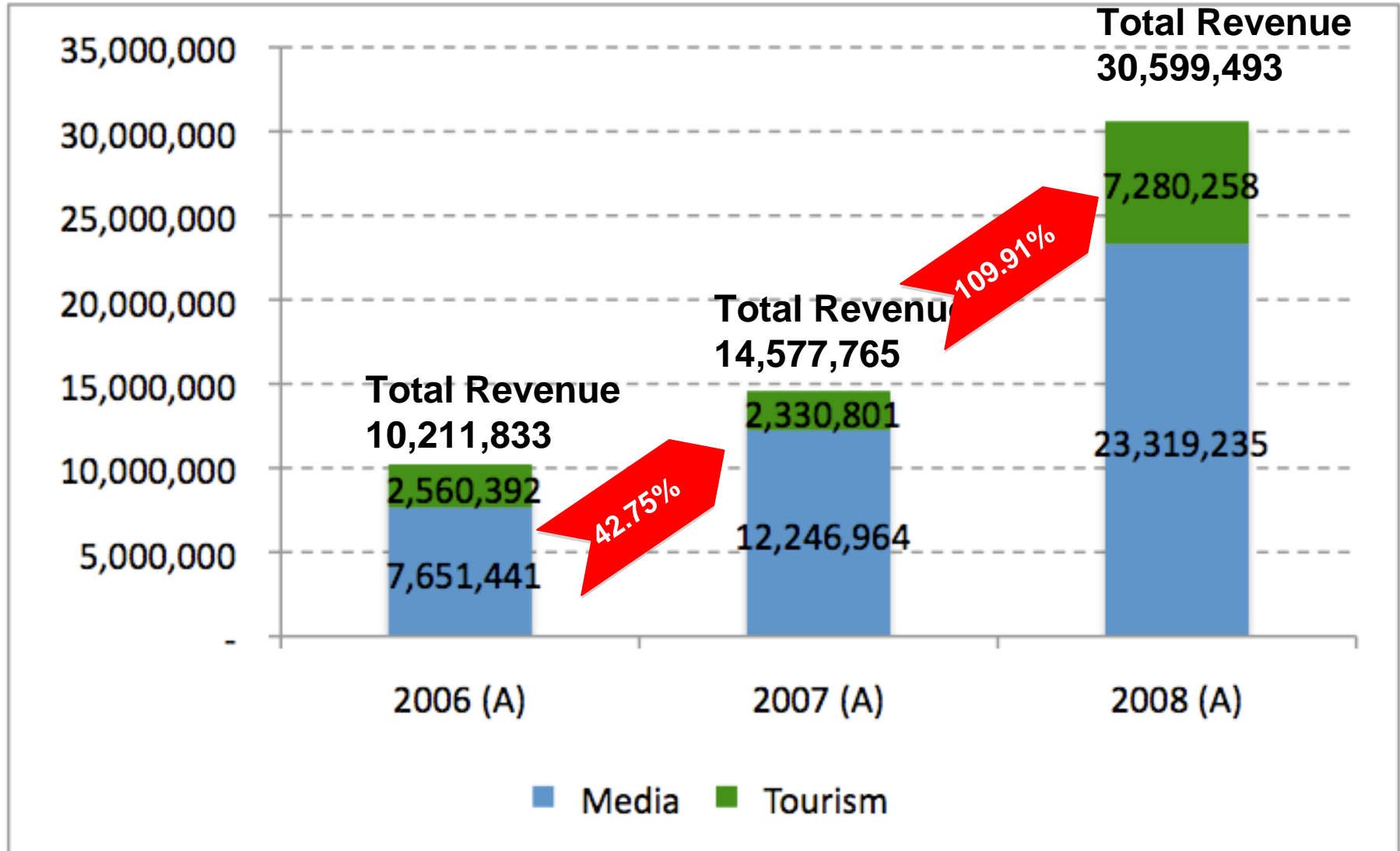
旅游小贴士
Travel Tips

Multiple income sources for any second of program



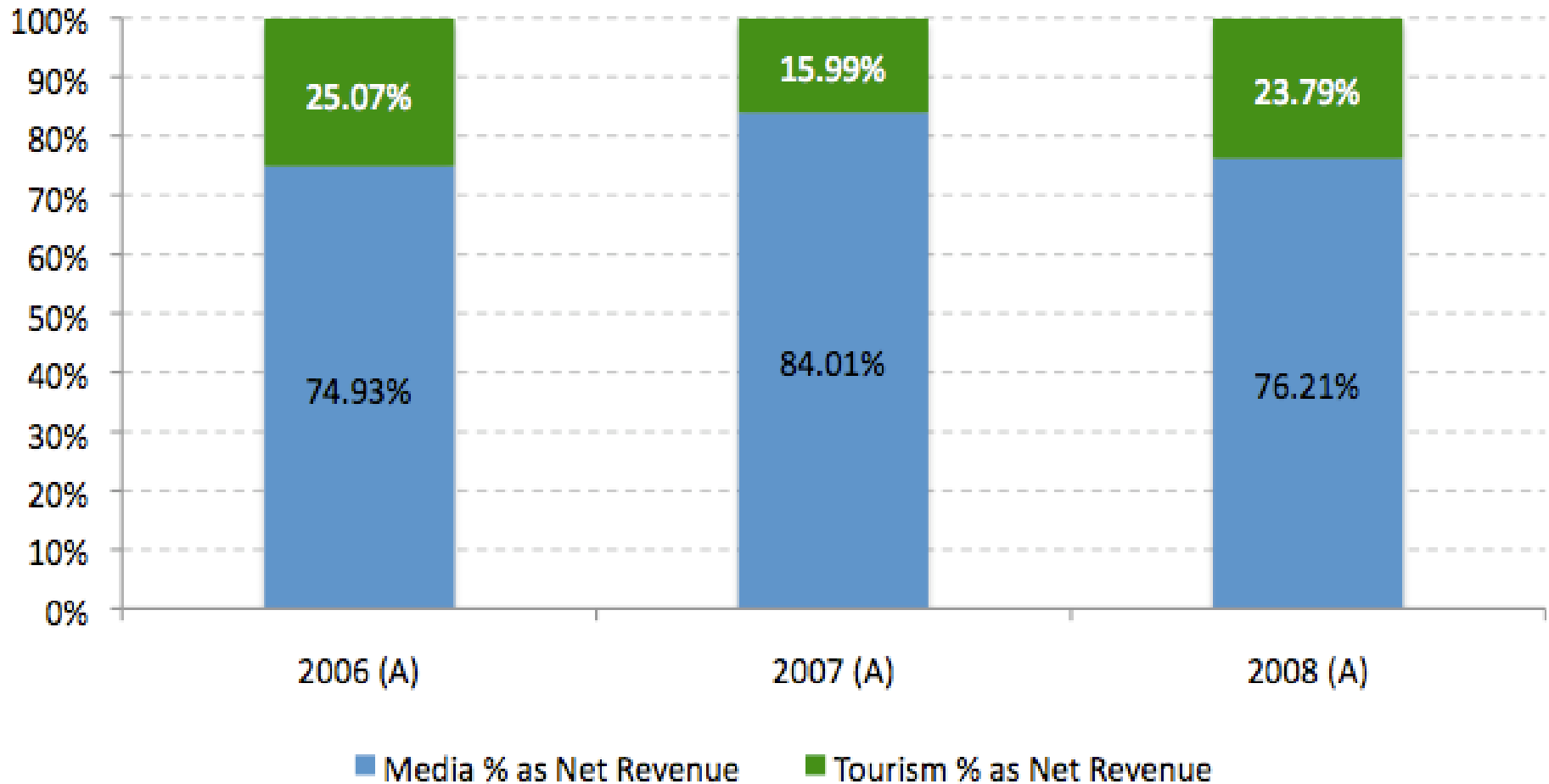
Strong Financial Performance (2006 – 2008)

Revenue and Breakdown (Media & Tourism)



Strong Financial Performance (2006 – 2008)

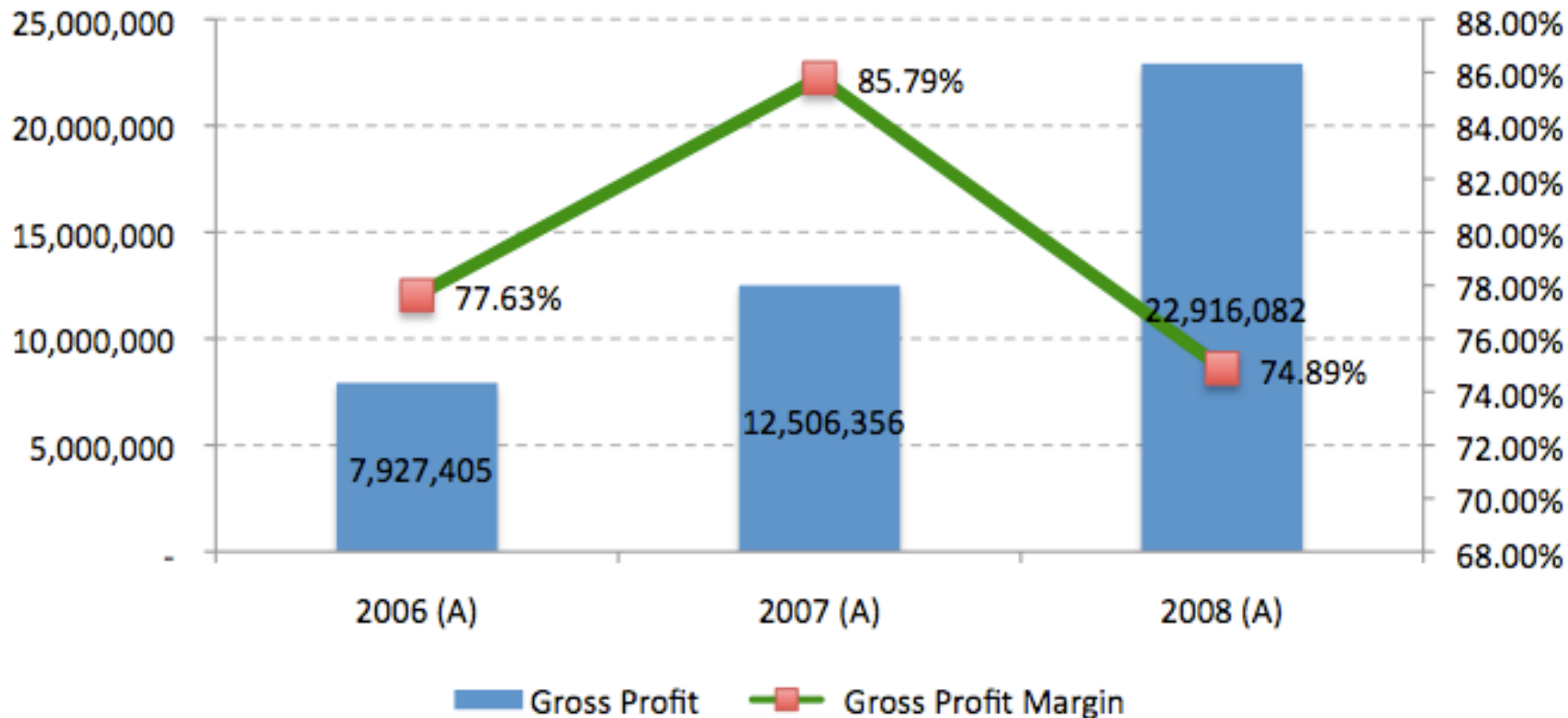
% as the Total Revenue (Media & Tourism)





Strong Financial Performance (2006 – 2008)

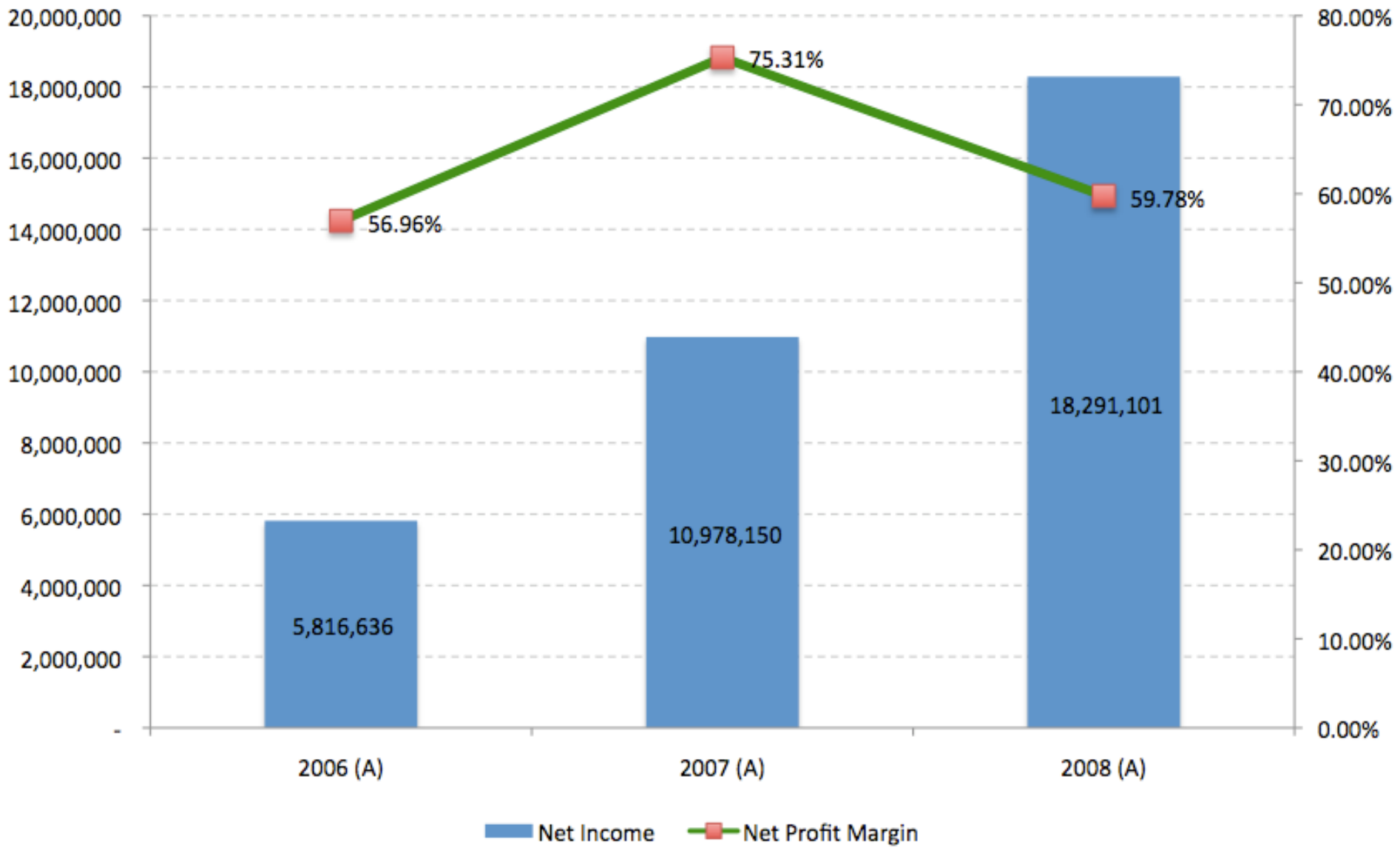
Gross Profit and Margins





Strong Financial Performance (2006 – 2008)

Net Profit and Margins



Solid Balance Sheet (2008)

Year Ended 2008

Assets (USD)

Cash and Equivalents	8,715,048
PP&E	34,173,009
Accounts Receivable	76,569
Other Assets	11,578,987
Total Assets	54,543,613

Strong Cash Reserve

Low AR, unlike manufacturing companies

Debt/Equity Ratio: 0.04

Current Ratio: 3.72

Book Value / Share: 0.76

Low Debt, room for more leverage

Liabilities & Equity (USD)

Debt (Current)	2,427,259
Debt (Long-term)	0
Stockholders' Equity	52,116,354
Total Liabilities & Equity	54,543,613

Our Plan & Vision

Grow the Pie

- Grow the Existing Operations
- Add More Operations in Existing Industries & Sectors



Diversify the Pie

- Expand into more related Industries & Sectors

