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## CHINA YIDA HOLDING LAUNCHES NEW WEBSITE

**FUZHOU, China** — November 10, 2008 — China Yida Holding Company (OTC/BB: CYID) (“the Company” or “China Yida”), a leading tourism and media management company, today announced the launch of a bilingual corporate website: [www.yidacn.net](http://www.yidacn.net). The corporate website allows convenient access to information detailing the Company’s strategy, structure and operations, as well as a comprehensive Investor Relations section.

Dr. Chen Minhua, Chairman of China Yida, stated, “We are pleased to launch a Company website that provides our shareholders with such a full scope of information. Effective communication with the investing public is important to our company, and this comprehensive, sophisticated and well-organized website is an important step forward in this process.”

The site includes information on China Yida’s media and tourism businesses, including information on the Company’s past achievements and current projects, such as FETV, the television station managed by China Yida, and the Great Golden Lake, the major tourist destination managed by China Yida.

### About China Yida

China Yida Holding Co. is a leading management company focused on China’s emerging and fast-growing media and tourism markets. Headquartered in the city of Fuzhou, in China’s Fujian province, China Yida provides media operations management services, including channel, column and advertisement management for television stations. It presently operates the Fujian Education Television station (FETV), a top-rated provincial education television station, whose advertisement management rights are wholly-owned by the Company. Additionally, the Company provides tourism management services, including management consultation, and specializes in the investment and development of natural, cultural and historic scenic sites. China Yida currently manages the Great Golden Lake’s five scenic attractions: Golden Lake, Shangqing River, Zhuanyuan Rock,

Luohan Mountain and Taining Old Town. China Yida has plans to further expand its portfolio in both the media and tourism businesses.

**Forward-Looking Statement**

*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).*