

COMPANY OVERVIEW

China Yida Holding, Co. (the “Company”, or “China Yida” or “Yida”) is one of major diversified entertainment companies in China, covering China’s tourism, media and other entertainment-related industries. China Yida currently is comprised of its three key divisions: creation, management and marketing divisions.

Our Creation Group 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. .

Our Management Group is dedicated to **REALIZE** the value of our assets through Company’s management professionals with rich experiences in China’s media, tourism and entertainment industries.

Our Marketing Group 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 PORTFOLIO OF OPERATIONS

Media and Related – Total 3 operations in China

- **Selected Operation One: FETV** – Provincial TV Channel in Fujian Province
 <Fujian Province – Population: 35 million; GDP Ranking: 11th Place in 2007 nationwide at \$131 billion>
- **Selected Operation Two: Railroad Programming** – Nationwide Railroad On-board Programming
 <Railroad – #1 travel method in China with 1.46 billion passengers counted in 2008>

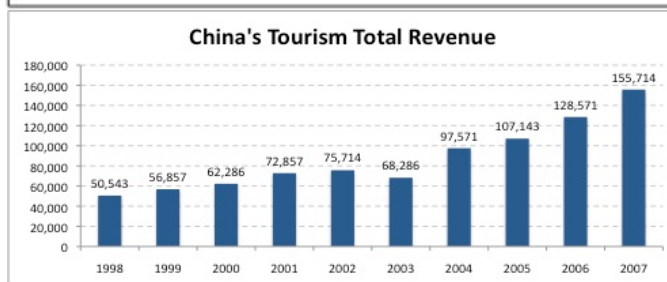
Tourism and Related: Total 3 operations in China

- Great Golden Lake – Global Geopark Title – Fujian Province – <As March 2009, only 20 Global Geopark sites in China>
- Hua’an Dadi Tulou – World Heritage Title – Fujian Province – <As March 2009, only 37 World Heritage sites in China>
- Yunding: the largest leisure tourist destination near Fuzhou, the capital city of Fujian Province in China

INVESTMENT HIGHLIGHTS

- Addressing the robust media and tourism markets in China
- Proven replicable and unique business model: multi-platform & cross-platform market/distribution/promotion system
- Successful track record of operating both businesses and maintaining its leading management position
- Solid financial performance
- Experienced management team with more than 70 years of combined experience in China’s media, tourism and entertainment industry

INVOLVED INDUSTRY OVERVIEW – TOURISM



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

INVOLVED INDUSTRY OVERVIEW – MEDIA

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%	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

FINANCIAL HIGHLIGHTS

Year End December 31st	2006 (A)	2007 (A)	2008 (A)
Net Revenue	10,211,833	14,577,765	30,599,493
Media	7,651,441	12,246,964	23,319,235
Tourism	2,560,392	2,330,801	7,280,258
Cost of Revenue	2,284,428	2,071,409	7,683,410
Gross Profit	7,927,405	12,506,356	22,916,082
Gross Profit Margin	77.63%	85.79%	74.89%
Operating Expenses	1,840,312	3,595,876	3,919,429
Other Income (Expenses)	(270,457)	2,204,440	(35,205)
Income Taxes	-	136,770	670,347
Net Income	5,816,636	10,978,150	18,291,101
Net Profit Margin	56.96%	75.31%	59.78%

MARKET SUMMARY as April 06 2009

Listing Exchange	OTCBB
Symbol	CYID
Closing Price	\$1.50
Shares Outstanding	68,084,487
EPS (Based on Year Ended 2008)	\$0.27

FORWARD LOOKING STATEMENT

This Fact Sheet may contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 relating to future events or our future performance. Actual results may materially differ from those projected in the forward-looking statements as a result of certain risks and uncertainties set forth in this prospectus. Although Yida's management believes that the assumptions made and expectations reflected in the forward-looking statements are reasonable, there is no assurance that the underlying assumptions will, in fact, prove to be correct or that actual results will not be different from expectations expressed in this Fact Sheet.

CONTACT INFO

George Wung
 Chief Financial Officer
 Phone: +1-626-379-2019
 E-mail: g.wung@yidacn.net

Huanqing Wang
 VP of Finance
 Phone: +86-591-2808-2231
 E-mail: wanghq@yidacn.net

Wei Zhang
 VP of Investor Relation
 Phone: +1-949-735-6151
 E-mail: w.zhang@yidacn.net