

YOU On Demand Signs Guangxi Cable For Video On Demand In China Increases Distribution to 18.2 Million Cable Homes Passed Nationally

NEW YORK, Jan. 7, 2013 [/PRNewswire/](#) -- YOU On Demand Holdings, Inc. (NASDAQ: YOD) ("YOU On Demand") China's leading national Pay-Per-View (PPV) and Video On Demand (VOD) platform, has signed a carriage agreement with cable operator Guangxi Cable, the sole cable operator in the southern province of Guangxi. Guangxi Cable provides service to five million cable homes.

Starting in January, Guangxi Cable's VOD-ready customers will be able to enjoy YOU On Demand's Transactional Video On Demand (TVOD) and Subscription Video On Demand (SVOD) offerings. These include YOU On Demand's "YOU Cinema On Demand" SVOD service that makes available hundreds of hours of Hollywood films with new titles added every week, as well as, YOU On Demand's "CHC Cinema On Demand" service, which provides the ability to choose among hundreds of award-winning domestic movies each month.

"It's very exciting to be a part of Guangxi Cable's programming and to have them carry our service," said Shane McMahon, Chairman and CEO of YOU On Demand. "With the addition of Guangxi Cable to our family of cable operators, YOU On Demand is off to a great start in reaching our year-end 2013 goal of 30 million cable homes passed."

YOU On Demand currently has content deals in place with many of Hollywood's top studios including Warner Bros. Entertainment, Disney Media Distribution, Paramount Pictures, NBCUniversal, Lionsgate, Miramax, and Magnolia Pictures, as well as a broad selection of the best content from independent and Chinese filmmakers.

About YOU On Demand Holdings, Inc.

YOU On Demand is the leading national Pay-Per-View and Video On Demand platform in China. The Company offers high quality premium content to customers across China through its Near Video On Demand (NVOD), Video On Demand (VOD) and Subscription Video On Demand (SVOD) services. The Company consists of a portfolio of businesses that include alliances with leading media operators, comprehensive end-to-end content delivery, an exclusive billing solution, governmental partnerships and approvals, and value added services.

YOU On Demand has secured strategic partnerships with the largest media entities in China, and has a highly experienced management team with a strong background in Cable, Television, Media and Telecom. The company is headquartered in New York, NY, with its China headquarters in Beijing. For more information, visit <http://www.yod.com>.

Safe Harbor Statement

This press release contains certain statements that may include "forward looking statements." All statements other than statements of historical fact included herein are "forward-looking statements." These forward looking statements are often identified by the use of forward-looking terminology such as "believes," "expects" or similar expressions, involve known and unknown risks and uncertainties. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, they do involve assumptions, risks and uncertainties, and these expectations may prove to be incorrect. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of a variety of factors, including those discussed in the Company's periodic reports that are filed with the Securities and Exchange Commission and available on its website (<http://www.sec.gov>).

All forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these factors. Other than as required under the securities laws, the Company does not assume a duty to update these forward-looking statements

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