



Hurray! 2008 Annual Report Available Online

BEIJING, August 25, 2009 /Xinhua-PRNewswire/ - Hurray! Holding Co., Ltd. (NASDAQ: HRAY – News), a leader in artist development, music production and wireless music distribution and other wireless value added services in China, today announced that it has posted its annual report on Form 20-F for the year ended December 31, 2008 on its website at http://www.hurray.com.cn/english/investor_key.htm. Such report was previously filed with the U.S. Securities and Exchange Commission. Hard copies of the annual report on Form 20-F are available upon request to shareholders free of charge. To request a copy of the annual report on Form 20-F, please contact Christina Low, Investor Relations Officer at IR@hurray.com.cn.

About Hurray! Holding Co., Ltd.

Hurray! is a leader in artist development, music production and offline distribution in China through its record labels Huayi Brothers Music, Freeland Music, New Run Entertainment, and Secular Bird. The Company's latest acquisition, Seed Music, expands the Company's music services into Taiwan as well growing our business in China. The Company, through Fly Songs, also organizes concerts and other music events in China.

Hurray! is also a leading online distributor of music and music-related products such as ringtones, ringbacktones, and truetones to mobile users in China through the full range of wireless value-added services platforms over mobile networks and through the internet.

The Company also provides a wide range of other wireless value-added services to mobile users in China, including games, pictures and animation, community, and other media and entertainment services.

For more information, please contact:

Christina Low

Investor Relations Officer

Tel: 8610-84555566 x 5532

IR@hurray.com.cn

Source: Hurray! Holding Co., Ltd.