

*[For Immediate Release]*

## **Acorn International to Announce First Quarter 2009 Financial Results on May 13, 2009**

**Shanghai, China (April 30, 2009)** – Acorn International, Inc. (NYSE: ATV) (“Acorn” or the “Company”), a leading integrated multi-platform marketing company in China engaged in developing, promoting and selling consumer products and services, will release its financial results for the first quarter ended March 31, 2009 before the market opens on Wednesday, May 13, 2009. A copy of the earnings release will be available on the company’s website at <http://eng.chinadrvtv.com>.

The Company will host a conference call at 8:00 a.m. EDT on May 13, 2009 (8:00 p.m. Beijing Time) to review the Company’s financial results and answer questions. You may access the live interactive call via:

- +1 866 549 1292 (U.S. Toll Free)
- + 400 681 6949 (China Toll Free)
- +852 3005 2050 (International)
- Pass Code: 288#

Please dial-in approximately 10 minutes in advance to facilitate an on-time start.

A replay will be available for approximately two weeks after the call and may be accessed via:

- +852 3005 2020 (International)
- Passcode: 136511#

A live and archived webcast of the call will be available on the Company’s website at <http://eng.chinadrvtv.com>.

### **About Acorn**

Acorn is a leading integrated multi-platform marketing company in China, operating China’s largest TV direct sales business in terms of revenues and TV air time and a nationwide off-TV distribution network. Acorn’s TV direct sales platform consists of airtime purchased from both national and local channels. In addition to marketing and selling through its TV direct sales programs and its off-TV nationwide distribution network, Acorn also offers consumer products and services through catalogs, outbound telemarketing center and an ecommerce website. Leveraging its integrated multiple sales and marketing platforms, Acorn has built a proven track record of developing and selling proprietary-branded consumer products, as well as products and services from established third parties.

For more information, please visit <http://www.chinadrvtv.com>.

**Acorn International**

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