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FOR IMMEDIATE RELEASE

Acorn International to Announce Second Quarter 2009 Financial Results on August 20, 2009

SHANGHAI, China, August 12, 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 through extensive distribution network, will release its financial results for the second quarter ended June 30, 2009 before the market opens on Thursday, August 20, 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 August 20, 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:

- +1 888 419 5570 (U.S. Toll Free)
- +1 617 896 9871 (International)
- Pass Code: 421 739 04

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

A replay will be available for 14 days after the call and may be accessed via:

- +1 888 286 8010 (U.S. Toll Free)
- +1 617 801 6888 (International)
- Passcode: 874 767 44

A live and archived webcast of the call will be available on the Company's website at <http://eng.chinadrvtv.com>. To listen to the live webcast, please go to the Company's website at

least fifteen minutes prior to the start of the call to register, download and install any necessary audio software.

About Acorn International, Inc.

Acorn is a leading integrated multi-platform marketing company in China, operating one of China's largest TV direct sales businesses 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, third-party bank channels, outbound telemarketing center and an e-commerce 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>.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This press release contains certain statements that may include “forward-looking statements” within the meaning of federal securities laws. All statements, other than statements of historical facts, included herein are “forward-looking statements”. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, they do involve assumptions, risks and uncertainties, and these expectations may prove to be incorrect. Investors 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 the Company's ability to successfully expand its market presence and those discussed detailed from time to time in the Company's filings with the United States Securities and Exchange Commission and other regulatory authorities. 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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