

[For Immediate Release]

Acorn International to Announce Second Quarter Financial Results on August 20, 2008

Shanghai, China (August 8, 2008) – Acorn International, Inc. ("Acorn") (NYSE: ATV), a leading integrated multi-platform marketing company in China, plans to release its second quarter 2008 financial results on August 20, 2008. Acorn's management will host a **conference call at 8 a.m. EDT** on August 20, 2008 (8:00 p.m. Beijing Time) to discuss the Company's perspective on the results and answer questions.

You may access the live interactive call via:

- +1 866 549 1292 (U.S. Toll Free)
- +852 3005 2050 (International)
- Passcode: ATV

Please dial-in 10-15 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://www.chinadrvtv.com>.

About Acorn

Acorn International (NYSE: 'ATV') 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, an 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 further information, please contact:

Acorn International

Chen Fu, Director of Investor Relations

Tel: (86) 21 5151 8888 (ext.2228)

Email: ir@chinadrvtv.com

PRChina

Jane Liu

Tel: (852) 2522 1838

Email: jliu@prchina.com.hk

Henry Chik

Tel: (852) 2522 1838

Email: hchik@prchina.com.hk