WIN SHARE

新華文軒出版傳媒股份有限公司
XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

(A joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 00811)

FURTHER INFORMATION ON THE PAYMENT OF FINAL DIVIDENDS

Reference is made to the announcement of 新華文軒出版傳媒股份有限公司(Xinhua Winshare Publishing and Media Co., Ltd.*) (the "**Company**") dated 24 June 2011 in respect of the payment of the final dividends for the year ended 31 December 2010 (the "**Announcement**"). The board of directors of the Company (the "**Board**") wishes to announce further information in relation to the payment of the final dividends as follows.

As stated in the Announcement, the Company will withhold and pay on behalf of the individual shareholders who hold the Company's H shares and whose names appeared on the register of members of H shares of the Company as at 25 May 2011 ("**Individual H Shareholders**") the income tax in accordance with the tax regulations of the People's Republic of China (the "**PRC**").

Pursuant to the letter titled "Tax arrangements on dividends paid to Hong Kong residents by Mainland companies" issued by The Stock Exchange of Hong Kong Limited to the issuers on 4 July 2011 and the State Administration of Taxation Notice on Matters Concerning the Levy and Administration of Individual Income Tax After the Repeal of Guo Shui Fa【1993】No. 45 (Guo Shui Han【2011】No. 348) (《國家稅務總局關於國稅發【1993】045號文件廢止後有關個人所得稅徵管問題的通知》(國稅函【2011】348號)), and based on the Company's further consultation with the relevant tax authorities, it is confirmed that the overseas resident individual shareholders of the stocks issued by domestic non-foreign invested enterprises in Hong Kong are entitled to the relevant preferential tax treatment pursuant to the provisions in the tax arrangements between the countries where they reside and China or the tax arrangements between China mainland and Hong Kong (Macau). Therefore, when the 2010 final dividends are to be distributed to the Individual H Shareholders, the Company will withhold 10% in general (instead of 20% as stated in the Announcement) of the final dividend as individual income tax unless otherwise specified by the relevant tax regulations and tax agreements, in which case the Company will withhold individual income tax of such dividends in accordance with the tax rates and according to the relevant procedures as specified by the relevant regulations.

For the shareholders whose names appeared on the H share register as at 25 May 2011 as non-individual shareholders, the Company will withhold 10% of the final dividends as corporate income tax according to the relevant tax regulations.

The Company will strictly comply with the relevant tax laws and regulations of the PRC to withhold dividend income tax for H Shareholders and the dividends will only be payable to the shareholders whose names appear on the H share register as at 25 May 2011. The Company assumes no responsibility or liability whatsoever for confirming the identity of the H Shareholders and for any claims arising from any delay in or inaccurate determination of the identity of H Shareholders or any disputes over the withholding mechanism.

Should the holders of H shares have any doubt in relation to the aforesaid arrangements, they are recommended to consult their tax advisors for relevant tax impact in the PRC, Hong Kong and other countries (regions) on the possession and disposal of the H shares.

By Order of the Board
XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD. *
Gong Cimin
Chairman

Sichuan, the PRC, 7 July 2011

As at the date of this announcement, the Board comprises (a) Mr. Gong Cimin and Mr. Zhang Bangkai as executive directors; (b) Ms. Wang Jianping, Mr. Yu Changjiu, Mr. Zhang Chengxing, Mr. Li Jiawei, Mr. Luo Jun, Mr. Zhao Junhuai, Mr. Wu Qiang and Mr. Zhao Miao as non-executive directors; and (c) Mr. Chan Yuk Tong, Mr. Han Xiaoming and Mr. Cheng Sanguo as independent non-executive directors.

* *For identification purposes only*