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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)

NOTICE OF BOARD MEETING

The board of directors (the **“Board”**) of Xinhua Winshare Publishing and Media Co., Ltd.* (the **“Company”**) hereby announces that a meeting of the Board will be held on Friday, 23 March 2012 at 9:30 a.m. at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Chengdu, Sichuan, the People's Republic of China (the **“PRC”**) for the purpose of, among other matters, approving the annual results of the Company and its subsidiaries for the year ended 31 December 2011 and its publication and considering the payment of a final dividend, if any.

By order of the Board

Xinhua Winshare Publishing and Media Co., Ltd.*

Gong Cimin

Chairman

Sichuan, PRC, 13 March 2012

As at the date of this announcement, the Board comprises (a) Mr. Gong Cimin, Mr. Zhao Miao and Mr. Luo Yong as executive Directors; (b) Mr. Zhang Chengxing, Mr. Luo Jun and Mr. Zhao Junhuai as non-executive Directors; and (c) Mr. Han Xiaoming, Mr. Chan Yuk Tong and Mr. Han Liyan as independent non-executive Directors.

* *For identification purposes only*