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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)

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, 24 August 2012 at 9:30 a.m. at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Chengdu, Sichuan province, the People's Republic of China (the “**PRC**”) for the purposes of, among other matters, considering and approving the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2012 and considering the payment of an interim dividend, if any.

By order of the Board

Xinhua Winshare Publishing and Media Co., Ltd.*

Gong Cimin

Chairman

Sichuan, the PRC, 8 August 2012

As at the date of this announcement, the Board of the Company 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*