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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: 811)

ANNOUNCEMENT

IMPACT OF THE EARTHQUAKE IN LUSHAN COUNTY, YA'AN CITY, SICHUAN PROVINCE ON THE GROUP

This announcement is made by Xinhua Winshare Publishing and Media Co., Ltd.* (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

In relation to the earthquake (the "Earthquake") measuring 7.0 on the Richlet scale occurred in Lushan County, Ya'an City, Sichuan Province, the People's Republic of China (the "PRC") on 20 April 2013, the board (the "Board") of directors of the Company would like to provide the shareholders of the Company and potential investors with the latest information on the impact of the Earthquake on the Group.

The Board hereby announces that currently all employees of our Group are safe and the overall business operation of the Group remains normal. However, as affected by the Earthquake, some of the stores, office buildings and warehouses of the Group located in and close to Lushan County, Ya'an City have been suffered from various degrees of damage. It is anticipated that the said damage will not have any significant impacts on the overall operation and the financial results of the Group.

By order of the Board
Xinhua Winshare Publishing and Media Co., Ltd.*
Gong Cimin
Chairman

Sichuan, the PRC, 22 April 2013

As at the date of this announcement, the Board comprises (a) Mr. Gong Cimin 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