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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)

ACCEPTANCE OF APPLICATION FOR THE PROPOSED ISSUE OF A SHARES BY CSRC

This announcement is made 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).

Reference is made to the announcement and the circular of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) dated 16 January 2013 and 5 February 2013, which are in relation to the proposed issue of A shares (“**A Shares**”) on the Shanghai Stock Exchange.

The board of directors of the Company is pleased to announce that on 10 September 2013, the Company filed its application for the proposed issue of A Shares (“**A Shares Application**”) to China Securities Regulatory Commission (“**CSRC**”), and an acceptance letter to the A Shares Application was duly issued by CSRC on 22 September 2013.

The Company will continue its effort to fulfill the requirements in relation to the proposed issue of A Shares during the review of the A Shares Application by CSRC. The Company will make further announcement on the progress and development of the A Shares Application in a timely manner.

There is no assurance that the proposed issue of A Shares will proceed to completion. Shareholders and potential investors are advised to exercise caution in dealings in the H Shares.

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

Sichuan, PRC, 23 September 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, Mr. Zhang Peng and Mr. Zhao Junhuai as non-executive Directors; and (c) Mr. Han Liyan, Mr. Mo Shixing and Mr. Mak Wai Ho as independent non-executive Directors.

* *For identification purposes only*