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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)

**CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG,
CHANGE OF ALTERNATE AUTHORISED REPRESENTATIVE
UNDER THE LISTING RULES AND
AUTHORISED REPRESENTATIVE
UNDER THE HONG KONG COMPANIES ORDINANCE**

The board of directors (the “**Board**”) of Xinhua Winshare Publishing and Media Co., Ltd. (the “**Company**”) hereby announces that, with effect from 1 January 2014, the Company’s principal place of business in Hong Kong will be changed to 3907-08, 39th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong.

The Board also announces that Ms. Ma Sau Kuen, Gloria (“**Ms. Ma**”) has resigned as an alternate authorised representative under the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and authorised representative under the Hong Kong Companies Ordinance of the Company with effect from 1 January 2014.

Ms. Ma confirmed that she has no disagreement with the Board and there are no circumstances relating to her resignation which need to be brought to the attention of the Stock Exchange and/or the shareholders of the Company.

The Board announces that Ms. Wong Wai Ling has been appointed as an alternate authorised representative under the Listing Rules and authorised representative under the Hong Kong Companies Ordinance of the Company with effect from 1 January 2014.

The Board would like to take this opportunity to express its gratitude to Ms. Ma for her contributions to the Company during her term of service.

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

Sichuan, PRC, 30 December 2013

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