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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

The board of directors (the “Board”) of Xinhua Winshare Publishing and Media Co., Ltd. (the “Company”) hereby announces that the Company’s principal place of business in Hong Kong has been changed to 18/F, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong with effect from 7 March 2014.

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

Sichuan, the PRC, 7 March 2014

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*