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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)

VOTING RESULTS OF THE EXTRAORDINARY GENERAL MEETING HELD ON 13 JULY 2011

Reference is made to the notice of an extraordinary general meeting (the “**EGM**”) of Xinhua Winshare Publishing and Media Co., Ltd.* (the “**Company**”) dated 27 May 2011 in relation to the change of auditors.

The EGM of the Company was held at 9:30 a.m. on Wednesday, 13 July 2011 at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Chengdu, Sichuan, the People's Republic of China (the “**PRC**”). The convening of the EGM was in accordance with the Company Law of the PRC and the articles of association (the “**Articles of Association**”) of the Company.

As at the date of the EGM, the total issued shares of the Company comprised 1,135,131,000 shares (the “**Shares**”) of the Company entitling the holders to attend and vote for or against the resolution put forward at the EGM (the “**EGM Resolution**”). No shareholder of the Company was required to abstain from voting on the EGM Resolution. Shareholders of the Company holding an aggregate of 771,554,715 voting Shares, representing approximately 67.97% of the total issued shares of the Company, attended the EGM either in person or by proxy. There was no Share entitling the holder to attend and vote only against the EGM Resolution. The vote on the EGM Resolution was taken by poll. Computershare Hong Kong Investor Services Limited, the Company's H share registrar in Hong Kong, was appointed as the scrutineer at the EGM for the purpose of vote-taking of the poll at the EGM.

The poll results in respect of the resolution passed at the EGM were as follows:

ORDINARY RESOLUTION	No. of Votes (%)	
	For	Against
To consider and approve the appointment of Deloitte Touche Tohmatsu CPA Ltd. and Deloitte Touche Tohmatsu as the auditors of the Company for the year 2011 undertaking the role of PRC auditor and international auditor respectively and to authorize the Board to fix their remunerations.	771,553,715 (99.99987%)	1,000 (0.00013%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		

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

Sichuan, the PRC, 13 July 2011

As at the date of this announcement, the Board of the Company comprises (a) Mr. Gong Cimin and Mr. Zhang Bangkai as executive directors; (b) Ms. Wang Jianping, Mr. Yu Changjiu, Mr. Zhang Chengxing, Mr. Li Jiawei, Mr. Luo Jun, Mr. Zhao Junhuai, Mr. Wu Qiang and Mr. Zhao Miao as non-executive directors; and (c) Mr. Chan Yuk Tong, Mr. Han Xiaoming and Mr. Cheng Sanguo as independent non-executive directors.

* For identification purposes only