

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



XINHUA NEWS MEDIA HOLDINGS LIMITED

新華通訊頻媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 309)

CHANGES OF COMPANY SECRETARY, AUTHORISED REPRESENTATIVE AND AGENT FOR THE SERVICE OF PROCESS IN HONG KONG

The Board announces that with effect from 10 November 2011, Mr Leung Tai Tsan, Charles has resigned and Ms Kwong Yin Ping, Yvonne has been appointed as the company secretary, an authorised representative and an agent to accept service of process and notices on behalf of the Company in Hong Kong.

The board of directors (the “**Board**”) of Xinhua News Media Holdings Limited (the “**Company**”) announces that Mr Leung Tai Tsan, Charles has resigned from the following offices of the Company with effect from 10 November 2011: (i) company secretary (as required under Rule 8.17 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)); (ii) an authorised representative (as required under Rule 3.05 of the Listing Rules); and (iii) an authorised person to accept service of process and notice on the Company’s behalf in Hong Kong (as required under Rule 19.05(2) of the Listing Rules).

The Board also announces that Ms Kwong Yin Ping, Yvonne (“**Ms Kwong**”) has been appointed by the Company to take up all of the above offices with effect from 10 November 2011. Ms Kwong is a senior manager of SW Corporate Services Group Limited, a reputable specialty corporate services provider focusing on the provision of company secretarial and compliance services. She holds a degree in accountancy from the Hong Kong Polytechnic University and is an associate of The Hong Kong Institute of Chartered Secretaries and an associate of The Institute of Chartered Secretaries and Administrators. Ms Kwong had worked at the corporate secretarial departments of various well established local and international professional firms and listed companies in the last twenty years.

On behalf of the Board
Xinhua News Media Holdings Limited
Lo Kou Hong
Co-Chairman

Hong Kong, 10 November 2011

As at the date of this announcement, the Board comprises eight executive directors, namely, Mr Ju Mengjun, Dr Lo Kou Hong, Mr Xu Zugen, Mr Mao Hongcheng, Mr Chang Loong Cheong, Mr Meng Jin, Mr Shi Guoxiong and Mr Zhou Guanghe; one non-executive director, namely, Mr Xu Rong; and three independent non-executive directors, namely, Ms Xu Zhijuan, Mr Tang Binfeng and Mr Wang Qi.