

XINHUA NEWS MEDIA HOLDINGS LIMITED

(the "Company")

Procedures for shareholders to propose a person for election as a Director

1. Article 116 of the Articles of Association of the Company provides that a shareholder may give a notice in writing to propose a person other than a retiring director to be elected as a director of the Company.
2. Such notice together with a notice signed by the proposed person of his willingness to be elected and containing his information as required to be disclosed under Rule 13.51(2) of the Listing Rules shall be given at least seven (7) days commencing no earlier than the day after the dispatch of the notice of the general meeting appointed for such election and ending no later than seven (7) days prior to the date of such general meeting and sent to the Chairman at the principal place of business in Hong Kong of the Company.
3. If the proposed person is elected as a Director of the Company by shareholders at a general meeting, the Company will publish an announcement relating to the appointment in accordance with the Listing Rules.

[●] March 2012