



**[For Immediate Release]**

## **www.xinhuafinance.com top-ranked among financial websites**

**HONG KONG, December 7, 2006** -- Xinhua Finance (TSE Mothers: 9399 and OTC: XHFNY), China's premier financial information and media services provider, recently received two prestigious international awards for its newly-relaunched website at [www.xinhuafinance.com](http://www.xinhuafinance.com). The company's corporate website was designed in conjunction with Ion Global Limited, a leading international interactive web development and online marketing agency.

This September, the US-based Web Marketing Association awarded Xinhua Finance an Outstanding Website WebAward for scoring well above the industry average in all of seven judging categories. Among websites participating in the competition within the financial services industry, the Xinhua Finance site ranked at the top in terms of design, technology and innovation. The Web Marketing Association attracts hundreds of international entries in 96 industry categories and is now in its tenth year. See [www.webaward.org](http://www.webaward.org) for more details.

In late October, the International Academy of the Visual Arts named Xinhua Finance a Silver Award Winner in its inaugural W3 Awards – placing it first among the corporate websites for financial service providers. Receiving over 2,300 entries, The W3 Awards honors outstanding websites, web marketing and web advertising created by some of the best interactive agencies, designers and creators worldwide. See [www.w3award.com](http://www.w3award.com) for more details.

Xinhua Finance's COO, Daniel Connell, said, "These honors reflect the thoughts and efforts behind this initiative, both within our group and together with our development partner, Ion Global. I remain impressed at how we managed through some of the challenges we faced as an organization – our young brand, extensive product mix and fast growth environment – in delivering a user-friendly website that effectively showcases Xinhua Finance's corporate identity and unique product offerings. Xinhua Finance places a tremendous amount of importance on disclosure, transparency and communication with our stakeholders. Therefore, I am excited with the unanimous applause from clients, shareholders, employees and investors for the improved user experience."

Ion Global's Creative Director, Dwayne Serjeant, said, "The challenge for us on this one was that Xinhua Finance is a truly global company, but with a young brand that is not well known in some markets. Secondly, the breadth, rapid growth and future directions of the company's operations meant that we had to create a simple yet flexible information architecture on which to base the site. And lastly, the complexity of simple things, like the multitude of possible



contact options, had to be streamlined to ensure that potential business leads wouldn't disappear."

The multi-language web site, which includes English, Japanese, traditional Chinese and simplified Chinese subsites, provides corporate information related to Xinhua Finance's product & service portfolio, as well as financial highlights, public disclosures and events announcements. Its clean, consistent design theme serves would-be and existing investors, clients and employees, while facilitating two-way communication between the Xinhua Finance group, which spans 19 office locations and 20 news bureaus worldwide, and external parties.

The site was commended by judging panels for its dynamic presentation and user-friendly features, in particular, the Product Finder, a step-by-step tool designed to help investors navigate the entire comprehensive Xinhua Finance product suite.

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**More Information:**

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**Notes to Editors**

**About Xinhua Finance Limited**



Xinhua Finance Limited is China's premier financial information and media service provider and is listed on the Mothers board of the Tokyo Stock Exchange (symbol: 9399) (OTC ADR: XHFNY). Bridging China's financial markets and the world, Xinhua Finance serves financial institutions, corporations and re-distributors through four focused and complementary service lines: Indices, Ratings, Financial News and Investor Relations. Founded in November 1999, the Company is headquartered in Shanghai with 20 news bureaus and offices in 19 locations across Asia, Australia, North America and Europe.

For more information, please visit [www.xinhuafinance.com](http://www.xinhuafinance.com).

### **About Ion Global Limited**

Ion Global Limited is a leading international interactive web development and online marketing agency. The company, whose current clients include AIG, Emirates, HSBC, Peninsula Hotels and Samsung, was founded in 1995.

For more information, visit [www.ionglobal.com](http://www.ionglobal.com).