

[For Immediate Release]

Xinhua Finance announces major shareholder change

SHANGHAI, August 11, 2010 – Xinhua Finance Limited (“XFL”, TSE Mothers: 9399), today announced a major shareholder change. Details appear below.

1 . How the change happened

Xinhua Finance confirmed the change of the shareholder below with a report submitted to the Kanto Local Finance Bureau (“KLFB”) on 6 August 2010.

2 . Shareholder

Luck Wing Group Limited

- Address: P.O. Box 957, Offshore Incorporations Centre, Road Town, Tortola, British Virgin Islands
- Representative: Lu Chih-Chien
- Business: investment and investment advisory

3 . Number of shares and % of voting rights

Luck Wing Group Limited

	Shares (Voting rights)	% Voting rights ¹	Ranking
Before the change As of 2nd August, 2010	163,980 (163,980)	10.82%	2
After the change	137,108 (137,108)	9.05%	2

(Note)

- 1 . Total Number of Shares Outstanding as of July 31st : 1,515,305.79

4 . The date of the change

5 August 2010

5 . Future outlook

The company does not expect any material impact by this change.

[End]

More Information:

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About Xinhua Finance Limited

Xinhua Finance Limited (“XFL”) is a leading financial information provider in China and is listed on the Mothers Board of the Tokyo Stock Exchange (symbol: 9399). Bridging China’s market, business opportunities, and the world, Xinhua Finance’s proprietary content platform and local know-how, comprising Indices and Solutions, serves major financial institutions and corporations. Founded in November 1999, XFL is headquartered in Shanghai.

For more information, please visit www.xinhuafinance.com.

This is a press release to the public and should not be relied on as information to make an investment decision by any investor. Investors should read the Company’s Securities Report filed to the Tokyo Stock Exchange and consider the risk factors together with other information contained therein when making an investment decision. This press release contains some forward-looking statements that involve a number of risks and uncertainties. A number of factors could cause actual results, performance, achievements of the Company or industries in which it operates to differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements.