

[For Immediate Release]

Xinhua Finance signs strategic cooperation agreement to bridge environmental protection projects in China

SHANGHAI, August 19, 2010 – Xinhua Finance Limited (“XFL”, TSE Mothers: 9399), today announced it has signed a strategic cooperation agreement with CRAES Environmental Technology Engineering Co., Ltd (“CRAESETE”), an organization under the management of the China Research Academy of Environmental Sciences (“CRAES”). Under the agreement, Xinhua Finance and CRAESETE have agreed to form an alliance to jointly bridge and develop Build-Operate-Transfer (“BOT”) and Build-Transfer (“BT”) environmental protection projects in China.

Jae Lie, CEO of Xinhua Finance said: “We are extremely excited about this new strategic alliance with CRAESETE and look forward to playing a role in promoting sustainable development and improving the quality of life in China. This partnership also represents an important milestone for Xinhua Finance as it continues to implement its repositioning from a Financial Information Provider to a Financial Solutions and Services Company in China, bridging China business with the world.”

During 2009 the Company began a strategic repositioning of the organization from a Financial Information Provider to a Financial Solutions and Services Company serving and emphasizing in China’s agricultural and commodity sectors. The formation of this new alliance with CRAESETE is a significant step towards expanding the Company’s Financial Solutions and Services to include the environmental protection sector in China.

Zheng Xiao Ping, Deputy General Manager of CRAESETE said: “The alliance between CRAESETE and Xinhua Finance is a truly complimentary relationship that will be able to play a significant role in developing the environmental protection industry in China. With our expertise in environmental protection technology and Xinhua Finance’s global network and financing know-how, we’ll be able to advance environmental protection standards in China by bringing the latest technologies and knowledge from abroad.”

This new alliance with CRAESETE will work with local governments and environmental protection related agencies in China to bridge and develop BOT and BT environmental protection projects, such as water treatment and waste management projects.



CRAESETE is an organization that is dedicated to improving waste treatment and other environmental protection related technologies in China. CRAES is a national level non-profit research institute for environmental protection in China and is under the management of the State Environmental Protection Administration of China ("SEPA").

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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 markets, 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.