

An American Woman and Her Thousand Chinese Children

Translation of an interview with XSEL CEO, Ms. Bush, originally published in "Aviation Today" (P66, March, 2009 edition)

Ms. Bush is one of the "Top 50 Women to Watch". Within ten years, she managed to list the two companies under her leadership on two major international markets. This enterprising and capable woman operating in the China market has successively established two foundations, Chazara, subsidizing girls that are forced to drop out of school; and Xinhua Library Foundation, building libraries in remote and poverty-stricken villages.

From the US state of Utah to Shanghai then to faraway Ningxia Province; from two listed companies to two charitable foundations, she has achieved a lot. What has been driving her passion for charity and social responsibility is some indelible memory.

An Impoverished Mother with Books as Her Company

During the interview, the reporter learned that this outstanding business woman did not attend any prestigious colleges or universities and in fact did not have a higher education. In her early youth, she was already the mother of two children. Unfortunately, her husband died in a traffic accident when she was just 20 years old, leaving her and their young children behind.

Ms. Bush was forced to give up schooling and worked different types of jobs, in order to care for her children. But with no higher education and limited work experience, she was struggling to survive with the money she was making. Speaking of that difficult part of life, she vividly recalls her memories, "In the US, the government provides food stamps to disadvantaged people, which supermarket cashiers hate to process, as it puts them through a lot of trouble with no profit. Once when I was checking out at a supermarket and realized I did not have enough food stamps, the cashier had to cancel the items one by one. The cashier lost patience and was scolding me for buying so much when I couldn't afford it. The line for the cashier behind me began to back up and all the people were staring at me, while my son began to cry after he saw me being scolded.

As a result of these unhappy experiences and humiliation, Ms. Bush developed a determination to become self-reliant. From then on, Ms. Bush developed an appreciation of how knowledge can change one's destiny. Although she gave up her studies, she persisted in studying independently: Mathematics, history, novels, she read all the books that she could get her hands on. Books have been her best companion, perhaps because people who are not enrolled in a school truly treasure the chance to learn. The breadth and the depth of Ms. Bush's reading eventually prepared her for her future role in the business world. Until today, Ms. Bush has continued to retain this habit and always finds time to read wherever she may be.

An aviation magazine initiates a strong bond between her and thousands of out of school girls

Opportunities are often given to people who are prepared. With no doubt, books played an important role in Ms. Bush's success of today. During a business trip, an article in an aviation magazine caught her eye. The article highlighted how a woman used her own meager income to help a hundred poor girls in Ningxia continue their education. Ms. Bush was deeply

touched by this article. Out of expectation, a few months later this blonde American woman resolutely stepped out into the barren landscape of western China, and developed a connection with over a thousand impoverished girls.

The first time when she saw the stark contrast between remote villages of Western China and big cities like Beijing and Shanghai, saw the impoverished girls who had to drop out of school, she pondered to herself. Looking at them, she saw aspects of her own past and was determined to let them receive an education they deserve to have a future. "Do not fear impoverishment, but fear the lack of will to get out of it," said Ms. Bush, only with this mindset, can a person change his life. That moment, in Bush's mind, had this intense idea. Also at that moment, Bush resolved to establish Chazara Foundation to sponsor those girls with schooling, hoping they can emerge from their cocoon and come out as butterflies that fly high in the sky.

Since the establishment of Chazara, more than 1000 girls have gone back to school through this fund subsidization, among which 80 girls have already progressed to high school, and 15 to university. Ms. Bush tells me, that each girl who receives help has made a promise. When they succeed in their study and career, they in turn will help those impoverished girl just like her.

Bush said that, "So long as they want, I can subsidize them until they finish their education. But when one day they can stand on their own, they can carry on with what I have started. Today I have helped 1000 girls, after several years these 1000 girls will help another 1000 girls and more, with this momentum we can help more and more people."

Every year Ms. Bush takes three days out of her busy schedule, to make a long journey to visit these girls personally. After she alights from the plane, she spends 5-6 hours travelling by car to get to the school. For a busy leader of a company, taking a trip like this takes a lot of passion and determination. But Ms. Bush feels the journey is worth the effort, "I have obtained more from them than I have given. Their sincere and smiling faces filled with hope melt my heart and make me forget my work temporarily." Today, Ms. Bush frequently receives letters from her "daughters", On Saturdays; she reads the letters translated by her assistant and replies one by one.

Spreading the power of books ----Establishment of the library foundation

At the same time, Bush also established the Xinhua Library Foundation. The Foundation works on building libraries in remote areas in China and providing them with books to promote literacy locally and increase their education level, in the long term to help them get rid of poverty and improve their life style. This concept naturally links to Bush's own bond with the books. In Bush's mind, even if there is only one person in the entire village that can read, he could spread knowledge around by telling them what's in the books. Until now, the Foundation has provided financial subsidization and books to a village library in Ningxia. Besides, another 3 libraries in Ningxia and Inner Mongolia have been built by the Foundation.

The devastating earthquake in May 2008 not only make people homeless, but also destroyed a lot of schools. Ningqiang County in Shanxi Province was also badly hit by the Earthquake. When the Cultural authority finally got in touch with Xinhua Library Foundation trying to get help to rebuild a school collapsed in the earthquake, Ms. Bush complied without any hesitation. Not only did she donate 350,000 Yuan, she visited the school in person as well.

However, what Bush is mostly proud of are her family, friends and employees, who fully support her contributing to the community. Xinhua Library Foundation has become a very

important part of the company culture. The employees donate money, books and so on, meanwhile a lot of them visit Ningxia and Inner Mongolia to help local people build the school. Charity is not only physical and financial support. It is more, as Bush said, "It's not only giving and accepting. During giving and receiving, everyone involved has changed their role by helping each other. When you help others, it's also when you are communicating with your heart."

"Never despise yourself" and "never give up"

As an outstanding business woman, Bush also very much enjoys her family life. The secret for Bush to balance her career and family is the total concentration. "Actually Chinese women have more opportunities compared to women in other countries," Bush said that, "my occupational area is male-dominated, but I told myself from the very beginning that I must succeed! On this journey, persistence is more important than anything else."

To those ambitious female, Bush gave her own advice to never despise yourself nor give up. This is Bush's life miniature as well.

At the end of the interview, Bush mentioned Aviation Today. "It was this magazine that initiated the two Foundations today to help people in needs." She said, "I also hope others after reading your magazine, would help more people."

At present, Xinhua Library Foundation and Chazara Foundation are contributing to the remote areas in China. They are realizing Ms. Bush's dreams of changing people's life, bringing invaluable corporate culture to a listed enterprise and in the mean time, offering knowledge to the children in those areas and help them achieve their dreams.

About Ms. Bush

Bush was listed among Wall Street Journal's "Top 50 Women to Watch" in 2004. In 2006 she was the recipient of the Ellis Island Medal of Honor by the National Ethnic Coalition of Organizations. In October 2006 she also received CNBC's Asia Entrepreneur of the Year Award and a Woman of Influence Award for Entrepreneur of the Year by the American Chamber of Commerce in Hong Kong.

Under her leadership, Xinhua Sports & Entertainment Limited (NASDAQ: XSEL) is a leading sports and entertainment media company in China focusing on sports and entertaining media. Listed on the NASDAQ global market, the company employs more than 1300 people. Catering to a vast audience of young and upwardly consumers, XSEL is well-positioned in China with its premium sports and quality entertainment content through a broad range of platforms, including television, the Internet, mobile phones, In addition, XSEL offers a total solution empowering clients at every stage of the media process linking advertisers with China's young and upwardly mobile demographic.