

**Xinhua Sports & Entertainment Files Annual Report**

**BEIJING, July 20, 2010** - Xinhua Sports & Entertainment Limited (“XSEL” or “the Company”) (NASDAQ: XSEL), a leading media group in China, announced today that it filed its annual report on Form 20-F for the fiscal year ended December 31, 2009 with the U.S. Securities and Exchange Commission (the “SEC”) on July 15, 2010. The annual report on Form 20-F can be accessed on the SEC’s website at <http://www.sec.gov> and on the Company’s website at [www.xsel.com](http://www.xsel.com).

Upon request, the Company will provide a hard copy of its annual report on Form 20-F for the year ended December 31, 2009, which contains its audited financial statements, free of charge, to its shareholders and ADS holders. Requests should be directed to Xinhua Sports & Entertainment Limited, c/o Graham Earnshaw, 18/F, Tower A, Winterless Centre, No. 1 West Da Wang Road, Chaoyang District, Beijing, 100026, People’s Republic of China.

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**About XSEL**

XSEL is a leading sports and entertainment media company in China. Catering to a vast audience of young and upwardly mobile consumers, XSEL is well-positioned in China with its unique content and access. Through its key international partnerships, XSEL is able to offer its target audience the content they demand – premium sports and quality entertainment. Through its Chinese partnerships, XSEL is able to deliver this content across a broad range of platforms, including television, the Internet, mobile phones, cinema, university campuses and other multimedia assets in China. Along with its in-house advertising resources, XSEL offers a total solution empowering clients at every stage of the media process linking advertisers with China’s young and upwardly mobile demographic.

Headquartered in Beijing, the Company has offices and affiliates in major cities throughout China including Beijing, Shanghai, Guangzhou, Shenzhen and Hong Kong. Xinhua Sports & Entertainment Limited shares are listed on the NASDAQ Global Market (NASDAQ: XSEL). For more information, please visit [www.xsel.com](http://www.xsel.com).

**For more information:**Media Contact

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