



四川新華文軒連鎖股份有限公司

SICHUAN XINHUA WINSHARE CHAINSTORE CO., LTD.*

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 811)

NOTICE OF BOARD MEETING

Notice is hereby given that the fourth meeting of the first session Board of Directors of Sichuan Xinhua Winshare Chainstore Co., Ltd. (the “Company”) will be held at conference room no. 4, 17th Floor, Sichuan Xinhua International Hotel, No. 8 Guzhongsi Street, Chengdu, Sichuan, the People's Republic of China (the “PRC”) on Monday, 27 August 2007 at 9:00 a.m. for the following purposes:

1. to consider and approve the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2007;
2. to consider and approve the publication of the announcement on unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2007 pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited; and
3. to transact any other business (if applicable).

By order of the Board

Sichuan Xinhua Winshare Chainstore Co., Ltd.

Gong Cimin

Chairman

Sichuan, the PRC, 15 August 2007

As at the date of this announcement, the Board of Directors of the Company comprises (a) Gong Cimin, Dai Chuanping, Yang Miao and Zhang Yexin as Executive Directors; (b) Wang Jianping, She Jingping, Li Jiawei, Wu Qiang, Mo Shixing and Cui Zhenyu as Non-Executive Directors; and (c) Han Xiaoming, Cheng Sanguo and Chan Yuk Tong as Independent Non-Executive Directors.

* *For identification purposes only*