



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)

ANNOUNCEMENT

RESIGNATION OF NON-EXECUTIVE DIRECTOR AND PROPOSED

APPOINTMENT OF NEW NON-EXECUTIVE DIRECTOR

RESIGNATION OF NON-EXECUTIVE DIRECTOR

The board (“**Board**”) of directors (“**Directors**”) of Sichuan Xinhua Winshare Chainstore Co., Ltd (“**Company**”) announces that Mr. Cui Zhenyu (“**Mr. Cui**”) resigned as a non-executive Director and a member of the strategy planning committee of the Company with effect from 27 August 2007, due to lack of enough time to discharge the responsibility of a director.

Mr. Cui has confirmed that he has no disagreement with the Board and there is no matter relating to Mr. Cui’s resignation that need to be brought to the attention of the holders of the securities of the Company.

The Board would like to express its sincere gratitude to Mr. Cui for his valuable contribution to the Company.

PROPOSED APPOINTMENT OF NEW NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Zhao Junhuai (“**Mr. Zhao**”) is proposed to be appointed as a non-executive Director and a member of the strategy planning committee of the Company subject to the shareholders’ approval at the Extraordinary General Meeting of the Company to be held on 16 October 2007.

By order of the Board of
Sichuan Xinhua Winshare Chainstore Co., Ltd.
GONG Cimin
Chairman

Sichuan, the People’s Republic of China
27 August 2007

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

* For identification purposes only