



WIN SHARE

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)

FRAMEWORK COOPERATION AGREEMENT

The Board announces that as at the date of this announcement, no formal agreement in relation to the Proposed Acquisition has been entered into by the Company and Xinhua Bookstore Headquarters. An announcement containing updated information of the Proposed Acquisition will be published should there be any update as to the Proposed Acquisition.

Reference is made to the announcement of the Company dated 12 October 2007 (the "Announcement"). Terms defined in the Announcement shall have the same meanings when used in this announcement unless otherwise defined.

The Board announces that as at the date of this announcement, negotiations of the terms of the formal agreement relating to the Proposed Acquisition are still in progress, and no formal agreement in relation to the Proposed Acquisition has been entered into by the Company and Xinhua Bookstore Headquarters. An announcement containing updated information of the Proposed Acquisition will be published should there be any update as to the Proposed Acquisition.

By order of the Board

SICHUAN XINHUA WINSHARE CHAINSTORE CO., LTD.*

Gong Cimin

Chairman

Hong Kong, 28 December 2007

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

* *For identification purposes only*