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)

UNUSUAL TRADING VOLUME AND PRICE MOVEMENTS

This statement is made at the request of The Stock Exchange of Hong Kong Limited.

The board of directors (the "Board") of Sichuan Xinhua Winshare Chainstore Co., Ltd. (the "Company") has noted an increase in the trading volume of the shares and the share price of the Company today and wish to state that the Board is not aware of any reasons for such increase.

Save for the publication of the announcement on 20 April 2008 relating to the Company's annual results for the year ended 31 December 2007, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under the Listing Rule 13.23, neither is the Board aware of any matter discloseable under the general obligation imposed by Listing Rule 13.09, which is or may be of a price-sensitive nature.

Made by the order of the Board, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

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

Sichuan, the PRC, 24 April 2008

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*