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)

RESULTS OF THE EXTRAORDINARY GENERAL MEETING

APPOINTMENT OF DIRECTORS AND SUPERVISORS

APPOINTMENT OF VICE CHAIRMAN, CHANGES IN AUTHORISED REPRESENTATIVE, COMPOSITION OF REMUNERATION AND REVIEW COMMITTEE AND STRATEGY PLANNING COMMITTEE, AND APPOINTMENT OF CHAIRMAN OF THE SUPERVISORY COMMITTEE

APPOINTMENT OF MEMBERS OF SENIOR MANAGEMENT

An extraordinary general meeting (the "**EGM**") of Sichuan Xinhua Winshare Chainstore Co., Ltd (the "**Company**") was held at Sichuan Xinhua International Hotel, No. 8 Guzhongsi Street, Chengdu, Sichuan, the People's Republic of China (the "**PRC**") on Wednesday, 30 July 2008 at 9:30 a.m. The convening of the EGM was in accordance with the Company Law of the PRC and the articles of association of the Company.

As at the date of the EGM, the total number of issued shares of the Company (the "**Shares**") is 1,135,131,000 which represents the total number of Shares entitling the holders to attend and vote for or against the resolutions put forward at the EGM (the "**Resolutions**"). Shareholders of the Company holding an aggregate of 752,399,900 voting Shares, representing approximately 66.28% of the total number of Shares, attended the EGM either in person or by proxy. No shareholder of the Company was required to abstain from voting on the Resolutions and none of the Shares entitled the holders to attend and vote only against the Resolutions. A poll was demanded by the chairman of the EGM for voting on the Resolutions. Computershare Hong Kong Investor Services Limited, the Company's H share registrar in Hong Kong, was appointed as the scrutineer at the EGM for the purpose of vote-taking of the poll at the EGM.

The poll results in respect of the resolutions passed at the EGM were as follows:

ORDINARY RESOLUTIONS	No. of Votes (%)	
	For	**Against**
1. To consider and approve the re-election of Mr. Gong Cimin as executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		

ORDINARY RESOLUTIONS		No. of Votes (%)	
		For	Against
2.	To consider and approve the election of Mr. Zhang Bangkai as executive director of the Company	746,589,900 (99.2278%)	5,810,000 (0.7722%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
3.	To consider and approve the re-election of Ms. Wang Jianping as non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
4.	To consider and approve the election of Mr. Zhang Chengxing as non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
5.	To consider and approve the re-election of Mr. Li Jiawei as non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
6.	To consider and approve the election of Mr. Luo Jun as non-executive director of the Company	746,589,900 (99.2278%)	5,810,000 (0.7722%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
7.	To consider and approve the election of Mr. Yu Changjiu as non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
8.	To consider and approve the re-election of Mr. Wu Qiang as non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
	As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		

ORDINARY RESOLUTIONS	No. of Votes (%)	
	For	**Against**
9. To consider and approve the re-election of Mr. Mo Shixing as non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
10. To consider and approve the re-election of Mr. Zhao Junhuai as non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
11. To consider and approve the re-election of Mr. Han Xiaoming as independent non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
12. To consider and approve the re-election of Mr. Cheng Sanguo as independent non-executive director of the Company	752,396,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
13. To consider and approve the re-election of Mr. Chan Yuk Tong as independent non-executive director of the Company	746,589,900 (99.2278%)	5,810,000 (0.7722%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
14. To consider and approve the election of Mr. Xiao Changjiu as supervisor of the Company	752,378,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
15. To consider and approve the re-election of Mr. Peng Xianyi as supervisor of the Company	752,378,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
16. To consider and approve the election of Mr. Xu Yuzheng as supervisor of the Company	752,378,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		

ORDINARY RESOLUTIONS	No. of Votes (%)	
	For	Against
17. To consider and approve the election of Ms. Dai Wen as supervisor of the Company	752,378,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
18. To consider and approve the re-election of Mr. Fu Daiguo as independent supervisor of the Company	752,378,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
19. To consider and approve the re-election of Mr. Li Guangwei as independent supervisor of the Company	752,378,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		
20. To authorise the board of directors of the Company to fix the remuneration of the members of the board of directors and supervisory committee of the Company in the second session	752,378,900 (99.9996%)	3,000 (0.0004%)
As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.		

The biographical details of the above members of the board of directors (the "**Board**") and supervisory committee (the "**Supervisory Committee**") of the Company in the second session were set out in the Company's circular dated 13 June 2008. Pursuant to the articles of association of the Company, the term of office of each of the above members of the Board and the Supervisory Committee in the second session commenced from 30 July 2008, being the date of his/her appointment.

The Supervisory Committee in the second session also consists of three employee representative supervisors representing the staff and workers of the Company, namely Ms. Lan Hong, Ms. Liu Nan and Mr. Li Qiang, who were elected at a staff representative meeting of the Company on 30 June 2008. The biographical details of each of Ms. Lan Hong, Ms. Liu Nan and Mr. Li Qiang are as follows:

Ms. Lan Hong, aged 41, was first appointed a supervisor of the Company with effect from 11 June 2005, while also being an elected employee representative supervisor. Ms. Lan obtained a graduate certificate in accounting conferred jointly by Sichuan Self-study University and South-west University of Finance and Economics in June 1989, and graduated from Sichuan Broadcasting and Television University in July 2003 majoring in accounting. Ms. Lan joined Chengdu City Xinhua Bookstore in 1984, started to engage in finance work in 1989, then joined Sichuan Xinhua Publishing Group Co., Ltd. (a promoter and controlling shareholder of the Company, hereinafter referred to as "**Xinhua**

Publishing Group") in December 2001 as head of the finance and audit division, and subsequently deputy chief officer of the audit department of the Company. Ms. Lan is currently deputy office head of the Board. Ms. Lan has more than 19 years of experience in financial accounting.

During the three years prior to the date of this announcement, Ms. Lan did not hold any position in other listed companies.

Ms. Lan will enter into a service contract with the Company. The amount of emoluments payable to Ms. Lan will be RMB161,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Ms. Lan does not have any relationship with any directors, senior management, substantial or controlling shareholders of the Company, nor does she have any interest or deemed interest in the shares or underlying shares of the Company within the meaning of part XV of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) ("**SFO**").

Save as disclosed above, Ms. Lan has confirmed that there are no matters that need to be brought to the attention of the holders of securities of the Company, and there is no other information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**") in relation to her appointment as a supervisor of the Company.

Ms. Liu Nan, aged 43, was first appointed a supervisor of the Company with effect from 11 June 2005, while also being an elected employee representative supervisor. Ms. Liu graduated from Chengdu University in 1986 with a degree in book distributions management. She obtained a master's degree programme completion certificate in economics and business administration in July 2002 at Sichuan University. Ms. Liu also completed a specialised technology course in computer application at the University of Chengdu in July 1989. Ms. Liu is deputy general manager of the Company's procurement centre. Prior to joining the Company, Ms. Liu was deputy manager of the business division of Sichuan Province Xinhua Bookstore Group Audio and Visual Product Company, and assistant to the general supervisor of the procurement centre of Sichuan Times Xinhua Audio and Visual Product Chainstore Company starting from 1992 and 2001, respectively, and the head of the information centre of the Company. Ms. Liu previously worked in the computer centre of the Sichuan Province Planning Commission from 1981 to 1984. Ms. Liu has more than 16 years of experience in the purchase and distribution of audio-visual products and more than 25 years of experience in information technology.

During the three years prior to the date of this announcement, Ms. Liu did not hold any position in other listed companies.

Ms. Liu will enter into a service contract with the Company. The amount of emoluments payable to Ms. Liu will be RMB185,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Ms. Liu does not have any relationship with any directors, senior management, substantial or controlling shareholders of the Company, nor does she have any interest or deemed interest in the shares or underlying shares of the Company within the meaning of part XV of the SFO.

Save as disclosed above, Ms. Liu has confirmed that there are no matters that need to be brought to the attention of the holders of securities of the Company, and there is no other information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules in relation to her appointment as a supervisor of the Company.

Mr. Li Qiang, aged 34, was first appointed a supervisor of the Company with effect from 11 June 2005, while also being an elected employee representative supervisor. Mr. Li graduated from Wuhan University in July 1995 with a bachelor's degree majoring in book distribution. Mr. Li joined Sichuan Province Xinhua Bookstore in July 1995. He worked as the deputy manager, manager of the sales department and manager of the operations centre of Sichuan Xinhua Publishing Group Textbook Company from March 2003 to May 2005. Mr. Li joined the Company in June 2005 as manager of the operations centre and assistant to the general manager of the textbook distribution department. Mr. Li is currently general manager of the textbook distribution department of the Company. Mr. Li has over 11 years of experience in the publishing and distribution industries.

During the three years prior to the date of this announcement, Mr. Li did not hold any position in other listed companies.

Mr. Li will enter into a service contract with the Company. The amount of emoluments payable to Mr. Li will be RMB257,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Mr. Li does not have any relationship with any directors, senior management, substantial or controlling shareholders of the Company, nor does he have any interest or deemed interest in the shares or underlying shares of the Company within the meaning of part XV of the SFO.

Save as disclosed above, Mr. Li has confirmed that there are no matters that need to be brought to the attention of the holders of securities of the Company, and there is no other information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules in relation to his appointment as a supervisor of the Company.

APPOINTMENT OF VICE CHAIRMAN, CHANGES IN AUTHORISED REPRESENTATIVE, COMPOSITION OF REMUNERATION AND REVIEW COMMITTEE AND STRATEGY PLANNING COMMITTEE, AND APPOINTMENT OF CHAIRMAN OF THE SUPERVISORY COMMITTEE

The Board is pleased to announce that immediately following the EGM, the Board agreed to appoint (i) Mr. Zhang Bangkai as the vice chairman of the Board; (ii) Mr. Luo Jun as an authorised representative; (iii) Mr. Zhang Bangkai as a member of each of the remuneration and review committee and strategy planning committee; and (iv) Mr. Han Xiaoming and Mr. Yu Changjiu as members of the strategy planning committee, of the Company with effect from 30 July 2008. The biographical details of each of Mr. Zhang Bangkai, Mr. Luo Jun, Mr. Han Xiaoming and Mr. Yu Changjiu were set out in the Company's circular dated 13 June 2008. Mr. Gong Cimin ceases to be a member of the strategy planning committee with effect from 30 July 2008.

The Board is also pleased to announce that immediately following the EGM, the Supervisory Committee agreed to appoint Mr. Xiao Changjiu as the chairman of the Supervisory Committee in the second session with effect from 30 July 2008. The biographical details of Mr. Xiao Changjiu were set out in the Company's circular dated 13 June 2008.

Each of Mr. Dai Chuanping (former vice chairman), Mr. Yang Miao (former general manager), Mr. Zhang Yexin (former executive deputy general manager, authorised representative, and member of each of the remuneration and review committee and strategy planning committee) and Mr. She Jingping, who were members of the Board in the first session, and had not been re-nominated as candidates for re-election as members of the Board in the second session, has confirmed that there is nothing which needs to be brought to the attention of the shareholders or creditors of the Company.

Each of Mr. Luo Jun (former chairman of the Supervisory Committee), Mr. Li Yunyi and Mr. Wang Feng, who were members of the Supervisory Committee in the first session, and had not been re-nominated as candidates for re-election as members of the Supervisory Committee in the second session, has also confirmed that there is nothing which needs to be brought to the attention of the shareholders or creditors of the Company. Mr. Luo Jun is one of the newly appointed directors of the Company.

The Board takes this opportunity to welcome Mr. Zhang Bangkai, Mr. Zhang Chengxing, Mr. Luo Jun and Mr. Yu Changjiu in joining the Board, and Mr. Xiao Changjiu, Mr. Xu Yuzheng and Ms. Dai Wen in joining the Supervisory Committee, and would like to thank Mr. Dai Chuanping, Mr. Yang Miao, Mr. Zhang Yexin, Mr. She Jingping, Mr. Li Yunyi and Mr. Wang Feng for their valuable contribution to the Company during their terms of office.

APPOINTMENT OF MEMBERS OF SENIOR MANAGEMENT

The Board further announces that immediately following the EGM, the Board agreed to appoint/re-appoint the following persons as members of the senior management:

Mr. Luo Yong, aged 45, was appointed as the General Manager of the Company with effect from 30 July 2008. Mr. Luo graduated from the Faculty of Chinese Language of Southwest University for Nationalities in July 1983, majoring in journalism, and completed a journalism course at the College of Arts of Southwest University for Nationalities and an advance programme on business administration at Renmin University of China in July 1996 and November 2002, respectively. Mr. Luo joined Sichuan Nationalities Publishing House in November 1987, and had worked as editor, office head and assistant to the director of Sichuan Nationalities Publishing House. Mr. Luo was appointed as the deputy director of Sichuan Nationalities Publishing House since April 1995, and became the director and [division] secretary of the Communist Party from September 1997. From January 1999 to November 2003, he was also the chief editor of Sichuan Nationalities Publishing House. In November 2003, he was appointed as the deputy head of management committee of Sichuan Publication Group and the director of Sichuan Nationalities Publishing House. Mr. Luo was awarded the Top 10 Outstanding Youths of Sichuan Province in 2005. Mr. Luo has over 21 years of experience in the publishing industry and operational administration.

Mr. Zhang Jing, aged 53, was appointed as the Chief Editor of the Company with effect from 30 July 2008. Mr. Zhang graduated from the Faculty of Chinese Language of Sichuan University in July 1985, majoring in journalism, and completed a training course on director theory at Sichuan Provincial Committee Party School and in-service training course for publisher director and chief editor held by Administration of Press and Publication in 1994 and 2000, respectively. From September 1976 to October 1980, Mr. Zhang had worked as an editor of Sichuan People's Press. From October 1980 to January 1991, Mr. Zhang was appointed as an editor, deputy head of general editorial office and the vice president of Sichuan Province Youth and Children Press, and then became the president of Sichuan Province Youth and Children Press from January 1991 to May 2004, and was appointed as the deputy head of Administration Committee of Sichuan Publication Group since November 2003. In 2004, Mr. Zhang was granted special government subsidy by the State Council. Mr. Zhang has over 32 years of experience in the publishing industry and operational administration.

Mr. Yang Miao, aged 38, was appointed as a Deputy General Manager of the Company with effect from 30 July 2008. Mr. Yang graduated from the University of Chengdu in 1990 with a bachelor's degree majoring in public relations and economic law. He also completed two research courses in business administration at the School of Economics and Management of Tsinghua University and People's University of China in 2002 and 2003, respectively. Mr. Yang started his career as a deputy sales manager of Sichuan Province Xinhua Bookstore Textbook Company in 1994 and became sales manager and deputy manager in 1996 and 1999, respectively. He also worked as the deputy manager of Sichuan Xinhua Book & Trading Company Limited from 1999 to 2000. From 2001 to June 2005, Mr. Yang served as manager at the textbook distribution company of Xinhua Publishing Group. In June 2005, Mr. Yang was appointed as the deputy general manager of the Company and general manager of textbook distribution department of the Company. Mr. Yang was the general manager of the Company from April 2006 to July 2008. He also was an executive director of the Company from 14 September 2006 to July 2008. He was also the general manager of the Beijing branch and dean of the management research institute of the Company in June and September 2007, respectively. Mr. Yang has more than 13 years of experience in the book publishing and distributing industries.

Mr. Zhang Yexin, aged 52, was appointed as a Deputy General Manager of the Company with effect from 30 July 2008. Mr. Zhang obtained a master's degree programme completion certificate in technology, economics and business administration from Sichuan University in July 2002. Mr. Zhang started his career in the administration department of Sichuan Province Xinhua Bookstore in 1977 and was promoted to deputy head of the science and teaching materials department, head of the computer department and manager of Sichuan Province Xinhua Bookstore Textbook Company in 1985, 1988 and 1990, respectively. He became the assistant manager of Sichuan Province Xinhua Bookstore in 1995 and was promoted to deputy general manager in 1997. Mr. Zhang joined Xinhua Publishing Group in 2000 and was a deputy general manager until 2005. From June 2005 to July 2008, Mr. Zhang was an executive director and an executive deputy general manager of the Company. He was also the associate dean of the management research institute of the Company since September 2007. Currently, Mr. Zhang is a director of Xin Dun Cultural Company Limited and Shanghai Eastern Publishing and Trading Centre and part-time professor of the School of Business Administration of Southwestern University of Finance and Economics. Mr. Zhang has more than 30 years of experience in the publishing industry and more than 22 years of experience in administrative management.

Mr. Chen Dali, aged 45, was re-appointed as a Deputy General Manager of the Company with effect from 30 July 2008. Mr. Chen obtained his master's degree in the history of Chinese language from Sichuan Normal University in 1987. Prior to joining the Company, Mr. Chen worked at Sichuan Bashu Book Shop in 1987 and became vice president in 2000. From May 2001 to May 2005, Mr. Chen worked as deputy general manager of Xinhua Publishing Group and general manager of its publication department. Mr. Chen has been a deputy general manager of the Company since June 2005. Mr. Chen has over 18 years of experience in the publishing and distribution industries.

Mr. Deng Xinming, aged 51, was re-appointed as a Deputy General Manager of the Company with effect from 30 July 2008. Mr. Deng completed a Master of Business Administration degree course at People's University of China in August 2002. Mr. Deng worked as a manager of the audio-visual products department of Sichuan Province Foreign Language Bookstore from May 1983 and subsequently became deputy general manager. He joined Xinhua Publishing Group and became a deputy general manager in November 2001. During Mr. Deng's employment, he also worked as the general manager of Sichuan Xinhua Bookstore Group Wenxuan Chainstore from March 2004 to May 2005. After joining the Company in 2005, Mr. Deng also concurrently served as the general manager of the retail department of the Company and has been appointed as a deputy general manager of the Company since June 2005. Mr. Deng has over 25 years of experience in the book publishing and distribution industries and corporate management.

Mr. Zhu Zaixiang, aged 47, was re-appointed as the Chief Financial Officer of the Company with effect from 30 July 2008. Mr. Zhu completed a Master of Business Administration degree programme at People's University of China in August 2002. Mr. Zhu is a qualified senior accountant. Mr. Zhu started working in the planning and audit division of Sichuan Province Xinhua Bookstore in 1982 and subsequently became deputy division head. He was then promoted to division head and chief officer of the planning and finance department in 1992 and 1993, respectively. Mr. Zhu joined Xinhua Publishing Group in 2000 as head of the financial management department and remained at that position until May 2005. He also served as the general chief accountant of Xinhua Publishing Group from 2004 to May 2005. Mr. Zhu has been the Chief Financial Officer of the Company since June 2005. Mr. Zhu has more than 24 years of experience in financial accounting.

Mr. Liu Yuecheng, aged 44, was appointed as the Chief Operating Officer of the Company with effect from 30 July 2008. Mr. Liu graduated from Chengdu University majoring in book distribution and management in July 1988. Mr. Liu worked as deputy manager of Sichuan Province Xinhua Bookstore Textbook Company from 1990 and was promoted to manager in 1997. From May to December 2000, Mr. Liu worked as manager of Sichuan Xinhua Bookstore & Trading Company. Mr. Liu worked as the general manager of Sichuan Xinhua Investment Company Limited from December 2000 to May 2005. Mr. Liu joined the Company in June 2005 and served as executive deputy general manager of the textbook publication department of the Company until April 2006. He became general manger of the same department in May 2006. Mr. Liu served as the Chief Sales Officer of the Company from September 2006 to July 2008. Mr. Liu has over 16 years of experience in the textbook distribution industry and corporate management.

Mr. Yuan Rongjian, aged 41, was appointed as the Chief Capital Operating Officer of the Company with effect from 30 July 2008. Mr. Yuan completed his post-graduate course majoring in business administration of University of Electronic Science and Technology of China in July 2001. From 1996 to 2005, Mr. Yuan served at Chengdu City Education Newspaper and Journal Press Agency and Chengdu City Education Development Consultation Centre and worked as the head of Chengdu Teenagers Science and Technology Park and the president of Chengdu City Educational Technology Equipment Institute. From September 2005 to October 2006, he was appointed as the general manager of Sichuan Xinhua Wenxuan Media Co., Ltd., and then became the deputy general manager of the textbook distribution department of the Company in Sichuan company since November 2006. Mr. Yuan has over 12 years of experience in education and management, and book distribution.

Ms. Zhang Jian, aged 42, was appointed as the Chief Information Officer of the Company with effect from 30 July 2008. Ms. Zhang graduated from Chengdu University majoring in book distribution and management in July 1986. Ms. Zhang joined Sichuan Province Xinhua Bookstore in 1986 and became deputy division head and division head of the computer centre from October 1998 to May 2000. Ms. Zhang joined Sichuan Province Xinhua Bookstore Group as head of the information centre in May 2000, and was promoted to chief operating officer of Sichuan Xinhua Bookstore Group Wenxuan

Chainstore in November 2001. Prior to joining the Company, Ms. Zhang was the head of the industrial development department of Xinhua Publishing Group. Ms. Zhang was the Chief Operating Officer of the Company between June 2005 to July 2008. Ms. Zhang has over 18 years of experience in the book publishing and distribution industries and the information technology field.

Ms. Shen Xiaoyi, aged 53, was re-appointed as the Chief Production Officer of the Company with effect from 30 July 2008. Ms. Shen worked at Sichuan Province Press and Publication Bureau from 1980 to June 2007. She worked as deputy head of the printing office of Sichuan Province Press and Publication Bureau from 1991 to 1997 and deputy general manager of Sichuan Publication Group from January 1998 to June 2004. Ms. Shen served as head of the audio electronic network publishing management office of Sichuan Province Press and Publication Bureau from July 2004 to June 2007. Ms. Shen has been the Chief Production Officer of the Company since August 2007. Ms Shen has over 28 years of experience in the publishing industry and business management.

Mr. Zhao Xuefeng, aged 44, was re-appointed as the Chief Procurement Officer of the Company with effect from 30 July 2008. Mr. Zhao completed an advanced studies course of the business administration research centre of Renmin University of China in November 2002. Mr. Zhao joined Chengdu City Xinhua Bookstore in 1982. He was deputy general manager of Chengdu City Xinhua Bookstore in 1997 and deputy manager of the Beijing publishing office of Xinhua Bookstore in 2003. Mr. Zhao served as deputy general manager of the chainstore department of the Company from September 2005 to May 2006. Mr. Zhao was the general manager of the procurement centre of the Company from May 2006 to July 2008 and has been the Chief Procurement Officer of the Company since March 2008. Mr. Zhao has over 26 years of experience in book procurement and publishing.

Mr. Li Jian, aged 44, was appointed as the Chief Legal Adviser of the Company with effect from 30 July 2008. Mr. Li obtained a research diploma majoring in business administration from Sichuan Business Administration College in July 2002. Mr. Li joined Sichuan Xinhua Bookstore as deputy department general manager in October 1983, and was appointed as the manger of Xinghua Travel Agency of Sichuan Province Xinhua Bookstore Group Company Limited, the deputy general manager of Beijing Shu Chuan Xinhua Bookstore Book Distribution Co., Ltd., and the head of legal department of Xinhua Publishing Group from May 2000 to May 2005, respectively. Mr. Li was also appointed as the head of legal department of the Company since May 2005, and worked as the assistant to general manager and head of legal department of the Company from August 2006. Mr. Li has over 25 years of experience in the book distribution, corporate management and legal matters.

Mr. You Zugang, aged 45, was re-appointed as the Secretary to the Board with effect from 30 July 2008. Mr. You completed a Master of Business Administration degree course at People's University of China in August 2002. Mr. You is also a member of the Institute of International Internal Auditors. Mr. You started working in the planning and finance division of Sichuan Province Xinhua Bookstore in 1981, and was promoted to deputy division head in February 1989. He was seconded to Guangyuan City Xinhua Bookstore as deputy manager in September 1991. Mr. You was in charge of Sichuan Province Audio-visual Products Wholesale Market Operations Office from September 1992 to April 1995. Prior to joining Xinhua Publishing Group in 2000, Mr. You was head of the audit office and deputy head of the planning and finance department of Sichuan Province Xinhua Bookstore from

January 1996 to May 2000. From May 2000 to May 2005, Mr. You was head of the audit office, deputy head of the financial management department, and head of the manager's office of Xinhua Publishing Group. He was also head of Guangyuan City Management Centre of Xinhua Publishing Group from April 2004 to May 2005. Mr. You was the Secretary to the Board and the Chief Administrative Officer of the Company from June 2005 to July 2008. Mr. You has more than 25 years of experience in financial accounting.

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

Sichuan, the PRC, 30 July 2008

As at the date of this announcement, the Board comprises (a) Mr. Gong Cimin and Mr. Zhang Bangkai as executive directors; (b) Ms. Wang Jianping, Mr. Zhang Chengxing, Mr. Li Jiawei, Mr. Luo Jun, Mr. Yu Changjiu, Mr. Wu Qiang, Mr. Mo Shixing and Mr. Zhao Junhuai as non-executive directors; and (c) Mr. Han Xiaoming, Mr. Cheng Sanguo and Mr. Chan Yuk Tong as independent non-executive directors.

* *For identification purposes only*