



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 (the “**Board**”) of directors (the “**Directors**”) of Sichuan Xinhua Winshare Chainstore Co., Ltd.* (the “**Company**”) announces that Mr. Mo Shixing (“**Mr. Mo**”) resigned as a non-executive Director and a member of the editorial committee of the Company with effect from 10 February 2009. Due to the change in focus of Mr. Mo’s roles in 四川出版集團, a promoter of the Company, Mr. Mo wished to resign from the non-executive directorship.

Mr. Mo has confirmed that he has no disagreement with the Board and there is no matter relating to Mr. Mo’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. Mo for his valuable contribution to the Company.

PROPOSED APPOINTMENT OF NEW NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Zhao Miao (“**Mr. Zhao**”) is proposed to be appointed as a non-executive Director and a member of the editorial committee of the Company subject to the shareholders’ approval at the extraordinary general meeting (“**EGM**”) of the Company to be held on 10 February 2009. The notice of EGM and Mr. Zhao’s biographical details will be published as soon as possible.

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

Sichuan, the People’s Republic of China
16 December 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