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)

FURTHER ANNOUNCEMENT

APPOINTMENT OF DIRECTORS AND SUPERVISORS

Reference is made to the circular (the "**Circular**") of Sichuan Xinhua Winshare Chainstore Co., Ltd* (the "**Company**") dated 13 June 2008 and the announcement (the "**Announcement**") of the Company dated 30 July 2008, regarding amongst other things, the extraordinary general meeting (the "**EGM**") of the Company held on 30 July 2008 and the appointment of directors and supervisors of the Company in the second session. Unless the context otherwise required, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement and the Circular.

As disclosed in the Announcement, the biographical details of the members of the Board and Supervisory Committee in the second session elected at the EGM were set out in the Circular. To strictly comply with Rule 13.51(2) of the Listing Rules, the Company would like to set out in this announcement the updated biographical details of (i) the four newly nominated candidates for election as members of the Board in the second session who were appointed as Directors at the EGM, namely Mr. Zhang Bangkai (張邦凱), Mr. Zhang Chengxing (張成行), Mr. Luo Jun (羅軍) and Mr. Yu Changjiu (余長久); and (ii) the three newly nominated candidates for election as members of the Supervisory Committee in the second session who were appointed as Supervisors at the EGM, namely, Mr. Xiao Changjiu (肖長久), Mr. Xu Yuzheng (許玉鄭) and Ms. Dai Wen (戴文).

NEW DIRECTORS APPOINTED AT THE EGM

Mr. Zhang Bangkai (張邦凱), aged 56, has been appointed an executive Director of the second session since 30 July 2008. Between the period of May 1985 and November 2003, Mr. Zhang was the secretary of General Office of Sichuan Province Committee of the Communist Party of China, deputy chief officer of General Office of Standing Committee, deputy chief officer of General Office of Sichuan Province Committee of the Communist Party of China, and deputy chief secretary and chief officer of the Standing Committee of the Chinese People's Political Consultative Conference Sichuan Province (中國人民政治協商會議四川省委員會副秘書長及辦公廳主任). He joined Sichuan Publication Group, a promoter and a shareholder of the Company, in 2003 and was the general manager of Sichuan Publication Group and deputy chief officer of management committee of Sichuan

Publication Group until July 2008. He is currently the secretary of the Communist Party of China (黨委書記) of Sichuan Publication Group and the chief officer of management committee of Sichuan Publication Group. Mr. Zhang is also the chairman of Sichuan Lian Xiang Printing Company Limited and a director of Sichuan Shangrui Education Textbooks Company Limited. Mr. Zhang has over 24 years of experience in administration management.

Mr. Zhang graduated from Sichuan University (四川大學) in August 1978, majoring in Chinese Language and obtained the diploma of completion of master's degree course in investment and management from China Academy of Social Sciences in February 1998.

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

Mr. Zhang has entered into a service contract with the Company. The amount of emoluments payable to Mr. Zhang is RMB300,000 (including tax) per annum, subject to annual adjustment and a discretionary management bonus to be determined by the Board or the relevant committee of the Board by reference to the performance of the Company and Mr. Zhang. The payment of the discretionary management bonus is subject to the approval of the Shareholders.

Save as disclosed above, as at the date of this announcement, Mr. Zhang did not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company, nor did 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. Zhang 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.

Mr. Zhang Chengxing (張成行), aged 51, has been appointed a non-executive Director of the second session since 30 July 2008. Mr. Zhang has been the vice president of Sichuan Xinhua Publishing Group since January 2006. Mr. Zhang was the chief officer and deputy director of the press publication office of the Propaganda Department of the Sichuan Province Committee of the Communist Party of China (中共四川省委宣傳部新聞出版處) from 1989 to 1998, and was the director of the publishing office of the Propaganda Department of the Sichuan Province Committee of the Communist Party of China (中共四川省委宣傳部出版處) in April 1998. Mr. Zhang has extensive knowledge in media management and has over 20 years of experience in the publishing distribution management.

Mr. Zhang graduated from Sichuan Nanchong Teachers College (四川南充師範學院) in September 1984, majoring in Chinese Language and obtained a master diploma in law from Sichuan Provincial Communist Party School (四川省委黨校).

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

Mr. Zhang has signed a letter of appointment with the Company. The amount of emoluments payable to Mr. Zhang is RMB50,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Mr. Zhang did not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company, nor did 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. Zhang 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.

Mr. Luo Jun (羅軍), aged 42, has been appointed a non-executive Director of the second session since 30 July 2008. Mr. Luo was a Supervisor from 20 April 2006 to 30 July 2008, and was elected as the chairman of the Supervisory Committee in May 2006. Mr. Luo joined Sichuan Xinhua Publishing Group and was appointed the vice president of Sichuan Xinhua Publishing Group in January 2006. Prior to joining Sichuan Xinhua Publishing Group, Mr. Luo had extensive work experience in the Sichuan Province Press and Publication Bureau. He was the secretary of the directly administered entities youth league committee (直屬機關團委書記), deputy head and head of the personnel education department (人事教育處副處長) from 1990 to 2006. He was appointed as chief officer of the training centre of Sichuan Province Press and Publication Bureau (四川省新聞出版局培訓中心主任) in November 2001. Mr. Luo is also the chairman of the Sichuan Xinhua Hotel Management Co., Ltd. (四川新華酒店管理有限公司). Mr. Luo has over 22 years of experience in the publishing industry, corporate management and administrative management of government.

Mr. Luo graduated from Shaanxi Institute of Finance and Economics (陝西財經學院) with a bachelor's degree majoring in material, economics and management in July 1987. He completed a master's degree course in economics management at the Central Chinese Communist Party School (中央黨校) in July 2001.

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

Mr. Luo has signed a letter of appointment with the Company. The amount of emoluments payable to Mr. Luo is RMB50,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Mr. Luo did not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company, nor did 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. Luo 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.

Mr. Yu Changjiu (余長久), aged 52, has been appointed a non-executive Director of the second session since 30 July 2008. Mr. Yu was the Secretary of County Party Committee of Jiulong County, Sichuan, the deputy head of Spiritual Civilization Office of Sichuan Province (四川省精神文明辦) and deputy director of Propaganda Department of the Sichuan Province Committee of the Communist Party of China (中共四川省委宣傳部) from September 1992 to August 2001. He joined Sichuan Daily Newspaper Group, a promoter and a shareholder of the Company, in 2001 and was the deputy secretary of party committee and general manager until March 2003. Mr. Yu was appointed as the secretary, chairman and general manager of Sichuan Daily Newspaper Group and president of Sichuan Daily Newspaper in March 2003 and still holds those positions. Mr. Yu is also the chairman of Chengdu Jianchuan Real Estate Co., Ltd., Sichuan Anren Town Laogongguan Cultural Development Co., Ltd. (四川安仁鎮老公館文化發展有限公司), Sichuan Xin Wen Newspapers and Periodicals Distribution Company Limited, all of which are controlled by Sichuan Daily Newspaper Group. Mr. Yu has over 13 years of experience in the press and publishing industry and media industry operation and management.

Mr. Yu graduated from Sichuan University in 1983, majoring in Economics. Mr. Yu also holds the qualification of senior political officer.

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

Mr. Yu has signed a letter of appointment with the Company. The amount of emoluments payable to Mr. Yu is RMB50,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Mr. Yu did not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company, nor did 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. Yu 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.

NEW SUPERVISORS APPOINTED AT THE EGM

Mr. Xiao Changjiu (肖長久), aged 59, has been appointed a Supervisor of the second session since 30 July 2008. Mr. Xiao joined People's Liberation Army of China in March 1969 and worked in the propaganda team and the Cultural Division of Political Department (政治部文化科). Mr. Xiao joined the Propaganda Department of the Sichuan Province Committee of the Communist Party of China (中共四川省委宣傳部) in September 1981. He joined Sichuan Publication Group in November 2003 and is the secretary of Disciplinary Committee of Sichuan Publication Group and still holds that position. Mr. Xiao is also a supervisor of Sichuan Shangrui Education Textbooks Company Limited. Mr. Xiao has over 40 years of experience in supervision and administration management.

Mr. Xiao studied at Self-Taught Higher Education for Examination of Sichuan (四川省高等教育自學考試) majoring in law from 2001 to 2003 and obtained a diploma.

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

Mr. Xiao has entered into a service contract with the Company. The amount of emoluments payable to Mr. Xiao is RMB90,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Mr. Xiao did not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company, nor did 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. Xiao 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.

Mr. Xu Yuzheng (許玉鄭), aged 52, has been appointed a Supervisor of the second session since 30 July 2008. Mr. Xu was an officer of Sichuan Provincial Department of Supervision (四川省監察廳), supervisor and deputy chief officer of Disciplinary Investigation Committee of Sichuan Party Committee and No. 3 Office of Disciplinary Investigation and Supervision of Sichuan Provincial Department of Supervision from August 1988 to December 2005. Mr. Xu joined Sichuan Xinhua Publishing Group in January 2006 and is the secretary of disciplinary committee and still holds that position. From April 2007, Mr. Xu was appointed as the chairman of the supervisory committee of Sichuan Xinhua Hotel Management Co., Ltd. (四川新華酒店管理有限公司) and from March 2008, Mr. Xu was appointed as the chairman of the labour union of Sichuan Xinhua Publishing Group. Mr. Xu has over 22 years of experience in the supervision and law.

Mr. Xu graduated from Sichuan Radio and Television University in August 1988 majoring in law and obtained a diploma in economic management from Sichuan Normal University in August 1998. Mr. Xu holds the professional qualification as a lawyer.

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

Mr. Xu has entered into a service contract with the Company. The amount of emoluments payable to Mr. Xu is RMB30,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Mr. Xu did not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company, nor did 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. Xu 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.

Ms. Dai Wen (戴文), aged 41, has been appointed a Supervisor of the second session since 30 July 2008. Ms. Dai joined Sichuan Daily in July 1987 and was assistant to director and deputy director of planning and finance department. She was deputy chief officer of investment planning department, chief officer of finance department and financial controller of Sichuan Daily Newspaper Group from 2000 to March 2008. Currently, she is a director of Sichuan Xin Wen Resource Trading Co., Ltd. (四川欣聞物資貿易有限責任公司) and Sichuan Anren Town Laogongguan Cultural Development Co., Ltd. (四川安仁鎮老公館文化發展有限公司), both of which are controlled by Sichuan Daily Newspaper Group, and a director of Sichuan Lian Xiang Printing Company Limited, the shares of which Sichuan Daily Newspaper Group is interested in. Ms. Dai was appointed as operational controller of Sichuan Daily Newspaper Group in March 2008 and still holds that position. Ms. Dai was appointed as the chairman of Sichuan Daily Newspaper Network Media Development Company Limited in October 2008, whose controlling shareholder is Sichuan Daily Newspaper Group, and still holds that position. Ms. Dai has more than 23 years of experience in finance and corporate management.

Ms. Dai graduated from the Southwestern University of Finance and Economics with a bachelor's degree in July 1987, majoring in accounting. She completed the course of financial controller of Sichuan Provincial Communist Party School (四川省委黨校) in October 2005 and the course of EMBA at the School of Economics of Peking University in December 2007.

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

Ms. Dai has entered into a service contract with the Company. The amount of emoluments payable to Ms. Dai is RMB30,000 (including tax) per annum.

Save as disclosed above, as at the date of this announcement, Ms. Dai did not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company, nor did 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. Dai 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.

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

Sichuan, the PRC, 26 February 2009

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. Zhao Miao 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*