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)

VOTING RESULTS OF THE EXTRAORDINARY GENERAL MEETING HELD ON 19 JANUARY 2010

Reference is made to the circular of Sichuan Xinhua Winshare Chainstore Co., Ltd (the "**Company**") dated 4 December 2009 (the "**Circular**"). Unless the context otherwise requires, capitalized terms used herein shall have the same meanings as those defined in the Circular.

An extraordinary general meeting (the "**EGM**") of the Company was held at the head office of the Company in the People's Republic of China (the "**PRC**"), at No. 6 Wenxuan Road, Shang Mao Avenue, Cheng Bei, Chengdu, Sichuan, the PRC at 9:30 a.m. on Tuesday, 19 January 2010. 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 issued Shares entitling the holders to attend and vote for or against the resolution put forward at the EGM (the "**EGM Resolution**"). Shareholders of the Company holding an aggregate of 689,125,938 voting Shares, representing approximately 60.71% of the total number of issued Shares, attended the EGM either in person or by proxy. Save and except 四川出版集團 (Sichuan Publication Group*) and 四川少年兒童出版社 (Sichuan Youth and Children Publication*) that were required to abstain from voting on the EGM Resolution, no shareholder of the Company was required to abstain from voting on the EGM Resolution and none of the Shares entitled the holders to attend and vote only against the EGM Resolution. The vote on the EGM Resolution was taken by poll. Computershare Hong Kong Investor Services Limited, the Company's H share registrar in Hong Kong, was appointed as the scrutineer for the poll voting at the EGM.

The poll result in respect of the resolution passed at the EGM was as follows:

ORDINARY RESOLUTION	No. of Votes (%)	
	For	Against
To approve, confirm and ratify the agreement (the "Supply of Publications Agreement") (a copy of which is produced to the EGM and marked "A" and initialed by the Chairman of the EGM for identification purpose) dated 27 November 2009 and entered into between the Company and 四川出版集團 (Sichuan Publication Group*) and the non-exempt continuing connected transaction (as defined in the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited) contemplated thereunder; to approve the Annual Cap (as defined in the circular of the Company dated 4 December 2009 despatched to the shareholders of the Company, of which the notice convening the EGM forms part, a copy of which is produced to the EGM and marked "B" and initialled by the Chairman of the EGM for identification purpose) for each of the three years ending 31 December 2012; and to authorise any one director of the Company to execute for and on behalf of the Company all such other documents, instruments and agreements and to take all steps necessary or expedient to implement and/or to give effect to the Supply of Publications Agreement.	689,124,938 (99.99985%)	1,000 (0.00015%)

As more than 50% of the votes were casted in favour of the EGM Resolution, the EGM Resolution was duly passed as an ordinary resolution.

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

Sichuan, the PRC, 19 January 2010

As at the date of this announcement, the board of directors of the Company 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 Junhuai and Mr. Zhao Miao 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*