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WIN SHARE

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)

NOTICE OF BOARD MEETING

The board of directors (the “Board”) of Sichuan Xinhua Winshare Chainstore Co., Ltd. (the “Company”) hereby announces that a meeting of the Board will be held on Thursday, 1 April 2010 at 9:30 a.m. at Chengdu Hejiangting Hanwen Hotel, No. 138 Binjiang Donglu, Chengdu, Sichuan, China, for the purpose of, among other matters, approving the annual results of the Company and its subsidiaries for the year ended 31 December 2009 and its publication and considering the payment of a final dividend, if any.

By order of the Board

Sichuan Xinhua Winshare Chainstore Co., Ltd.*

Gong Cimin

Chairman

Sichuan, the PRC, 18 March 2010

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*