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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)

VOLUNTARY ANNOUNCEMENT

STRATEGIC COOPERATION AGREEMENT WITH SHANDONG XINHUA BOOKSTORE GROUP CO., LTD*

The board of directors (the “**Board**”) of Sichuan Xinhua Winshare Chainstore Co., Ltd.* (the “**Company**”) is pleased to announce that on 24 April 2010, the Company entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Shandong Xinhua Bookstore Group Co., Ltd* (山東新華書店集團有限公司) (“**Shandong Xinhua**”), an independent third party of the Company, pursuant to which the Company and Shandong Xinhua will form a long-term strategic cooperation relationship on the principles of “resources sharing, mutual benefit, win-win”.

Pursuant to the Strategic Cooperation Agreement, the Company and Shandong Xinhua will cooperate in the following areas to maximize the interests of both parties: industry development planning, strategic investment activities and marketing strategies.

The entering into of the Strategic Cooperation Agreement by the Company does not constitute any notifiable transaction of the Company under Chapter 14 of the Listing Rules or a connected transaction of the Company under Chapter 14A of the Listing Rules.

This announcement is made on a voluntary basis.

By Order of the Board

SICHUAN XINHUA WINSHARE CHAINSTORE CO., LTD.*

Gong Cimin

Chairman

Sichuan, the PRC, 24 April 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 nonexecutive directors; and (c) Mr. Han Xiaoming, Mr. Cheng Sanguo and Mr. Chan Yuk Tong as independent non-executive directors.

* For identification purposes only