WINSHARE

四川新華文軒連鎖股份有限公司
SICHUAN XINHUA WINSHARE CHAINSTORE CO., LTD.*

(to be renamed as 新華文軒出版傳媒股份有限公司 XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.)*

(A joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 811)

POLL VOTING RESULTS OF THE EXTRAORDINARY GENERAL MEETING HELD ON 20 AUGUST 2010

Reference is made to the circular of Sichuan Xinhua Winshare Chainstore Co., Ltd. (the "Company") dated 28 June 2010 (the "Circular"). Unless the context otherwise requires, capitalised 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 9:30 a.m. on Friday, 20 August 2010 at Chengdu Hejiangting Hanwen Hotel, 138 Bingjiang Donglu, Chengdu, Sichuan, the People's Republic of China (the "PRC"). The convening of the EGM was in accordance with the Company Law of the PRC and the articles of association (the "Articles of Association") of the Company.

As at the date of the EGM, the total issued shares of the Company comprised 1,135,131,000 shares (the "Shares") of the Company entitling the holders to attend and vote for or against the resolutions put forward at the EGM (the "EGM Resolutions"). Save and except 四川出版集團有限責任公司 (Sichuan Publication Group Company Limited*) and 四川少年兒童出版社有限公司 (Sichuan Youth and Children's Publishing House Company Limited*) that were required to abstain from voting on the first resolution of the Acquisition Agreement, the terms and conditions thereof and all transactions contemplated thereunder, no shareholder of the Company was required to abstain from voting on the EGM Resolutions. Shareholders of the Company holding an aggregate of 768,867,215 voting Shares, representing approximately 67.73% of the total issued shares of the Company, attended the EGM either in person or by proxy. There were no Shares entitling the holder to attend and vote only against the EGM Resolutions. The vote on the EGM Resolutions was taken by poll. Computershare Hong Kong Investor Services Limited, the Company's H share registrar in Hong Kong, was appointed as the scrutineer at the EGM for the purpose of vote-taking of the poll at the EGM.

The poll results in respect of the resolutions passed at the EGM were as follows:

<table>
<tr><th colspan="2" rowspan="2">ORDINARY RESOLUTION</th><th colspan="2">No. of Votes (%)</th></tr>
<tr><th>For</th><th>Against</th></tr>
<tr><td>1.</td><td>To consider and approve the Acquisition Agreement, the terms and conditions thereof and all transactions contemplated thereunder and to authorise the directors of the Company (the “Directors”) to do all such acts and things, to sign and execute all other relevant documents and to take such steps which, in the opinion of the Directors, are necessary, appropriate, desirable or expedient to give effect to or implement the Acquisition and the terms of the Acquisition Agreement and to agree to such variation, amendments or waiver or matters relating thereto as are, in the opinion of the Directors, in the interest of the Company and its shareholders as a whole.</td><td>737,791,288
(99.99675%)</td><td>24,000
(0.00325%)</td></tr>
<tr><td></td><td colspan="3">As more than 50% of the votes were cast in favour of the resolution, the resolution was duly passed as an ordinary resolution.</td></tr>
<tr><th colspan="2" rowspan="2">SPECIAL RESOLUTIONS</th><th colspan="2">No. of Votes (%)</th></tr>
<tr><th>For</th><th>Against</th></tr>
<tr><td>2.</td><td>To consider and approve to change name of the Company and to authorize any Director or secretary to the Board on behalf of the Company to deal with the relevant filing, amendments and registration (where necessary) procedures and other related issues arising from the change of the Company’s name.</td><td colspan="2"></td></tr>
<tr><td></td><td>(a) the English name of the Company be changed to: “XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*”;</td><td>768,843,215
(99.99688%)</td><td>24,000
(0.00312%)</td></tr>
<tr><td></td><td colspan="3">As more than two thirds of the votes were cast in favour of the resolution, the resolution was duly passed as a special resolution.</td></tr>
<tr><td></td><td>(b) the Chinese name of the Company be changed to: “新華文軒出版傳媒股份有限公司”.</td><td>768,843,215
(99.99688%)</td><td>24,000
(0.00312%)</td></tr>
<tr><td></td><td colspan="3">As more than two thirds of the votes were cast in favour of the resolution, the resolution was duly passed as a special resolution.</td></tr>
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<tr><th rowspan="2">SPECIAL RESOLUTIONS</th><th colspan="2">No. of Votes (%)</th></tr>
<tr><th>For</th><th>Against</th></tr>
<tr><td>3. To consider and approve the proposed amendments to the Articles of Association and to authorize any Director of the Company or secretary to the Board to deal with, on behalf of the Company, the relevant filing, amendments and registration (where necessary) procedures and other related issues arising from the amendments to the Articles of Association:</td><td colspan="2"></td></tr>
<tr><td>A. the proposed amendment to Article 1 of the Articles of Association;</td><td>768,843,215
(99.99688%)</td><td>24,000
(0.00312%)</td></tr>
<tr><td colspan="3">As more than two thirds of the votes were cast in favour of the resolution, the resolution was duly passed as a special resolution.</td></tr>
<tr><td>B. the proposed amendment to Article 3 of the Articles of Association;</td><td>768,843,215
(99.99688%)</td><td>24,000
(0.00312%)</td></tr>
<tr><td colspan="3">As more than two thirds of the votes were cast in favour of the resolution, the resolution was duly passed as a special resolution.</td></tr>
<tr><td>C. the proposed amendment to Article 7 of the Articles of Association;</td><td>768,843,215
(99.99688%)</td><td>24,000
(0.00312%)</td></tr>
<tr><td colspan="3">As more than two thirds of the votes were cast in favour of the resolution, the resolution was duly passed as a special resolution.</td></tr>
<tr><td>D. the proposed amendment to Article 11 of the Articles of Association.</td><td>768,843,215
(99.99688%)</td><td>24,000
(0.00312%)</td></tr>
<tr><td colspan="3">As more than two thirds of the votes were cast in favour of the resolution, the resolution was duly passed as a special resolution.</td></tr>
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By order of the Board
Sichuan Xinhua Winshare Chainstore Co., Ltd.
Gong Cimin
Chairman

Sichuan, the PRC, 20 August 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*