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CHANGE OF HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

The board of directors of New World Department Store China Limited (the “**Company**”) hereby announces that the head office and principal place of business of the Company in Hong Kong will be changed to Room 1604-08, 16/F., New World Tower 1, 18 Queen’s Road Central, Hong Kong with effect from 1 April 2010.

By order of the Board
Wong Kwok-kan, Kenneth
Company Secretary

Hong Kong, 23 March 2010

As at the date of this announcement, the non-executive directors of the Company are Dr. Cheng Kar-shun, Henry and Mr. Au Tak-cheong; the executive directors of the Company are Mr. Cheng Chi-kong, Adrian, Mr. Cheung Fai-yet, Philip, Mr. Lin Tsai-tan, David, Mr. Wong Kwok-kan, Kenneth and Ms. Ngan Man-ying, Lynda; and the independent non-executive directors of the Company are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter and Mr. Yu Chun-fai, Henry.