



新世界百貨中國有限公司

New World Department Store China Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 825)

DISPOSAL OF PROPERTY IN SHENYANG CITY

New World Department Store China Limited (the “Company”) announced that Shenyang New World Department Store Ltd. (“Shenyang New World”), a wholly-owned subsidiary of the Company in the PRC and the owner of the Property, as defined below, entered into sale and purchase agreements (collectively, the “Agreements”) with an independent third party, 上海美特斯邦威服飾股份有限公司 (“美邦服飾”), to sell the property at which Shenyang Taiyuan Street Branch Store is situated (the “Property”), with an approximate gross floor area of 10,716 square metres, for an aggregate consideration of RMB224,000,000 (the “Disposal”).

The consideration for the Disposal was determined after arm’s length negotiations between the parties. The management of the Company is of the view that the terms of the Agreements are on normal commercial terms that are fair and reasonable so far as the shareholders of the Company are concerned, and that the transactions contemplated under the Agreements are beneficial to and in the interests of the Company and its shareholders as a whole. The Company will still continue to expand its presence in Shenyang City and the northeastern region of Mainland China.

Hong Kong, 6 March 2010