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DATE OF BOARD MEETING

The board of directors (the “Board”) of New World Department Store China Limited (the “Company”) announces that a meeting of the Board will be held on Monday, 4 October 2010 for the purpose of, among other matters, approving the release of the annual results of the Company and its subsidiaries for the year ended 30 June 2010 and considering the recommendation of a final dividend.

By order of the Board
Wu Yuk Kwai, Catherine
Company Secretary

Hong Kong, 17 September 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.