



New World Department Store China Limited
新世界百貨中國有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 0825)

CHANGE OF PRINCIPAL PLACE OF BUSINESS

The board of directors of New World Department Store China Limited (the “Company”) hereby announces that the principal place of business of the Company in Hong Kong will be changed to Room 1403, 14/F., West Wing Office Building, New World Centre, 20 Salisbury Road, Tsim Sha Tsui, Kowloon, Hong Kong with effect from 29 October 2007.

The announcement is also available for viewing on the website of Hong Kong Exchanges and Clearing Limited at www.hkex.com.hk under “Latest Listed Company Information” and on the website of the Company at www.nwds.com.hk.

By order of the Board
New World Department Store China Limited
Wong Kwok-kan, Kenneth
Company Secretary

Hong Kong, 25 October 2007

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.

*“Please also refer to the published version of this announcement in **The Standard**.”*