



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)

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 Thursday, 9 October 2008 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 2008 and considering the recommendation of a final dividend.

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

Hong Kong, 25 September 2008

As at the date of this announcement, the non-executive directors are Dr. Cheng Kar-shun, Henry and Mr. Au Tak-cheong; the executive directors 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 are Mr. Cheong Ying-chew, Henry, Mr. Chan Yiu-tong, Ivan, Mr. Tong Hang-chan, Peter and Mr. Yu Chun-fai, Henry.