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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 Wednesday, 23 February 2011 for the purpose of, among other matters, approving the release of the interim results of the Company and its subsidiaries for the six months ended 31 December 2010 and considering the payment of an interim dividend.

By order of the Board  
**Wu Yuk-kwai, Catherine**  
*Company Secretary*

Hong Kong, 10 February 2011

*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.*