



SHUN CHEONG HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

ANNOUNCEMENT APPOINTMENT OF DIRECTOR

The Board of Directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”) is pleased to announce that Mr. Yu Hon To, David has been appointed as an Independent Non-Executive Director of the Company with effect from 26 March, 2004.

We would like to take this opportunity to extend our welcome to Mr. Yu Hon To, David as a new member of the Board.

By Order of the Board
Wong Sai Wing, James
Chairman

Hong Kong SAR, 29 March, 2004

Please also refer to the publish version of this announcement in the Standard.