



SHUN CHEONG HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 650)

RETIREMENT OF DIRECTOR

The board of directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”) announces that Mr. Au Shiu Wai, Frank has retired as an executive director of the Company with effect from 1 February 2006 for reason of age. Mr. Au confirmed that there were no matters that needed to be brought to the attention of the shareholders of the Company in relation to his retirement.

The Board would like to take this opportunity to express its appreciation to Mr. Au for his services during his term of office.

By order of the Board
Shun Cheong Holdings Limited
Chan Yuen Keung, Zuric
Chairman

Hong Kong SAR, 1 February 2006

As at the date hereof, the Board of the Company comprises of seven directors, of whom four are executive directors, namely Mr. Chan Yuen Keung, Zuric, Mr. Hong Yiu, Mr. Yu Sek Kee, Stephen and Mr. Au Yu Fai, Patrick and three are independent non-executive directors, namely Dr. Chan Chok Ki, Mr. Ho Hin Kwan, Edmund and Mr. Yu Hon To, David.

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