



SHUN CHEONG HOLDINGS LIMITED

順昌集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 650)

NOTIFICATION OF BOARD MEETING

The Board of Directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”) hereby announces that a meeting of the Board will be held at Suite 2302, Wing On Centre, 111 Connaught Road Central, Hong Kong on Friday, 13 July 2007 at 2:30 p.m. at which announcement of the profits or losses for the year ended 31 March 2007 is to be approved for publication and at which recommendation of dividend, if any, is expected to be decided.

By order of the Board
Ngan Mei Fan
Company Secretary

Hong Kong, 29 June 2007

As at the date hereof, the board of directors of the Company comprises of five directors, of which two are executive Directors, namely Ms. Cao Jing (Executive Chairman) and Mr. Mo Tianquan; and three are independent non-executive Directors, namely Mr. Yu Hon To, David, Professor Ye Jianping and Mr. Zhang Shaohua.

* *For identification purposes only*