



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 Wednesday, 12th December, 2007 at 10:00 a.m. for the purpose, among other matters, approving the unaudited interim results of the Company and its subsidiaries for the six months ended 30 September 2007 and considering the payment of an interim dividend (if any).

By order of the Board

Poon Yan Wai

Company Secretary

Hong Kong, 28 November, 2007

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

* *For identification purpose only*