



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, 23 July, 2008 at 10:00 a.m. at which announcement of the profits or losses for the year ended 31 March, 2008 is to be approved for publication and at which recommendation of dividend, if any, is expected to be decided.

By order of the Board

Poon Yan Wai

Company Secretary

Hong Kong, 4 July 2008

As at the date hereof, the directors of the Company comprises of six directors, of whom two are executive directors, namely Ms. Cao Jing (executive chairman) and Mr. Zhang Shaohua (managing director), one is non-executive director, namely Mr. Mo Tianquan, and three are independent non-executive directors, namely Prof. Ye Jianping, Mr. Derek Palaschuk and Mr. Yao Xusheng.

* *For identification purpose only*