



SHUN CHEONG HOLDINGS LIMITED

順昌集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 650)

ANNOUNCEMENT REVISED DATE OF BOARD MEETING

Reference is made to the announcement made by the board of directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) in respect of the date of a meeting of the Board which was scheduled to be held at Suite 2302, Wing On Centre, 111 Connaught Road Central, Hong Kong on 23 July 2008 (Wednesday) at 10:00 a.m. at which the Board would approve the announcement of the final results of the Group for the year ended 31 March 2008 for publication and consider the recommendation of a final dividend, if any.

The Company needs more time to finalize the account. Therefore, the date of the meeting is being revised to 25 July 2008 (Friday) at 3:00 p.m. instead of 23 July 2008 (Wednesday). Other information of the meeting remains unchanged.

By order of the Board

Poon Yan Wai

Company Secretary

Hong Kong, 23 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*