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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, 18 December 2009 at 2:30 p.m. at which announcement of the profits or losses for the period ended 30 September, 2009 is to be approved for publication and at which recommendation of dividend, if any, is expected to be decided.

By order of the Board
Shun Cheong Holdings Limited
Cao Jing
Executive Chairman

Hong Kong, 7 December 2009

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. Palaschuk Derek Myles and Mr. Yao Xusheng.

* *For identification purpose only*