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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 Monday, 29 November 2010 at 2:30 p.m. for the purposes of, amount other matters, considering and approving the announcement of the interim results of the Company and its subsidiaries for the period ended 30 September 2010 for publication and considering the payment of an interim dividend, if any.

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

Hong Kong, 17 November 2010

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*