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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 on Friday, 17 June 2011 at 3:00 p.m. for the purposes of, among other matters, considering and approving the final results of the Company and its subsidiaries for the year ended 31 March 2011 and considering the payment of a final dividend, if any.

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

Hong Kong, 3 June 2011

As at the date hereof, the Board comprises 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*