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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)

CHANGE OF ADDRESS OF BERMUDA SHARE REGISTRAR

The board of directors (the “**Board**”) of Shun Cheong Holdings Limited (the “**Company**”) hereby announces that with effect from 1 November 2012, the address of the Company’s principal share registrar and transfer agent in Bermuda, Butterfield Fulcrum Group (Bermuda) Limited, has changed as follows:

26 Burnaby Street
Hamilton HM 11
Bermuda

The Company’s branch share registrar and transfer office in Hong Kong is still maintained by Computershare Hong Kong Investor Services Limited of Shops 1712–1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong.

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

Hong Kong, 1 November 2012

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. Deng Wei.

* *for identification purposes only*