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(incorporated in the Cayman Islands with limited liability) (Stock Code: 917)

DATE OF BOARD MEETING

The board of directors (the "Board") of New World China Land Limited (the "Company") announces that a meeting of the Board will be held on Wednesday, 27th February 2013 for the purpose of, among other matters, approving the release of interim results of the Company and its subsidiaries for the six months ended 31st December 2012 and considering the payment of an interim dividend.

By Order of the Board Ngan Man-ying, Lynda Company Secretary

Hong Kong, 15th February 2013

At the date of this announcement, the Board comprises: (a) seven executive directors, namely Dr. Cheng Karshun, Henry, Mr. Cheng Karshing, Peter, Mr. Cheng Chi-kong, Adrian, Ms. Cheng Chi-man, Sonia, Mr. Cheng Chi-him, Conrad, Mr. Fong Shing-kwong, Michael and Ms. Ngan Man-ying, Lynda; (b) one non-executive director, namely Mr. Doo Wai-hoi, William; and (c) four independent non-executive directors, namely Dr. Cheng Wai-chee, Christopher, Hon. Tien Pei-chun, James, Mr. Lee Luen-wai, John and Mr. Ip Yuk-keung, Albert.