



New World China Land Limited 新世界中國地產有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 917)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of directors (the “Board”) of New World China Land Limited (the “Company”) is pleased to announce that Mr. Leung Chin-man, *JP* (“Mr. Leung”) was appointed as an Executive Director and Deputy Managing Director of the Company with effect from 1st August 2008.

Mr. Leung, aged 62, graduated from the University of London with a first class honours degree in philosophy in 1974. Mr. Leung has served in the government of Hong Kong for more than 30 years, having worked in a wide range of departments including the Home Affairs Department, Finance Branch and the Independent Commission Against Corruption. He has worked as Deputy Secretary for Constitutional Affairs, Director of the Hong Kong Economic and Trade office in Toronto, and Director of Buildings. In mid-2002, Mr. Leung was appointed as the Permanent Secretary for House, Planning and Lands (Housing) with the additional portfolio as Director of Housing. Mr. Leung retired from the civil service in January 2007. He is currently a non-executive director of Trust Company International, a subsidiary of Trust Company Limited which is a publicly listed trust company in Australia. Mr. Leung is also a non-executive director of PuraPharm Corporation Limited, which is engaged in Chinese medicine business in Hong Kong and China. Mr. Leung did not hold any directorship in other listed public company in the last three years.

The appointment of Mr. Leung shall be for an initial term of three years, subject to re-election by shareholders in accordance with the Company’s articles of association. Mr. Leung will receive a director’s fee as determined by the Board with the authorization granted by the shareholders of the Company at an annual general meeting. He will receive emoluments which comprise an annual salary package of HK\$3,120,000 and be entitled to a discretionary bonus. Such emolument has been determined with reference to his duties and responsibility with the Company and the Company’s remuneration policy.

Mr. Leung is not connected with any directors, senior management, substantial shareholders or controlling shareholders of the Company. As at the date hereof, Mr. Leung does not have any interests in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save for the information set out above, there is no other information to be disclosed pursuant to any of the requirement of Rule 13.51(2) of the Listing Rules nor are there other matters that need to be brought to the attention of the shareholders of the Company in relation to his appointment.

The Board wishes to take this opportunity to welcome Mr. Leung to join the Board.

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

Hong Kong, 1st August 2008

At the date of this announcement, the Board comprises (a) ten executive directors, namely Dr. Cheng Kar-shun, Henry, Mr. Doo Wai-hoi, William, Mr. Cheng Kar-shing, Peter, Mr. Cheng Chi-kong, Adrian, Mr. Leung Chi-kin, Stewart, Mr. Chow Kwai-cheung, Mr. Chow Yu-chun, Alexander, Mr. Fong Shing-kwong, Michael, Ms. Ngan Man-ying, Lynda and Mr. Leung Chin-man; (b) a non-executive director, namely Mr. Fu Sze-shing; and (c) three independent non-executive directors, namely, Mr. Cheng Wai-chee, Christopher, Mr. Tien Pei-chun, James and Mr. Lee Luen-wai, John.

The announcement is published on the websites of the Company (www.nwcl.com.hk) and The Stock Exchange of Hong Kong Limited (www.hkexnews.hk).