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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)

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 Monday, 28th February 2011 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 2010 and considering the payment of an interim dividend.

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

Hong Kong, 16th February 2011

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