



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)

18th March 2011

Dear Non-Registered Holders of securities of the Company,

Notification of publication of 2010/2011 Interim Report on the Company's website

We hereby notify you that the 2010/2011 Interim Report (the “**Interim Report**”) of New World China Land Limited (the “**Company**”) in both English and Chinese versions are now available on the Company's website at www.nwcl.com.hk.

The Interim Report can be found under the News section on the home page of the Company's Website. You may access the Interim Report by clicking “Corporate Announcement” under the News section and selecting “2010/2011 Interim Report”.

If you wish to receive a printed copy of the Interim Report, you can complete the Request Form on the reverse side of this notification and return it to the Company's branch share registrar in Hong Kong, Tricor Standard Limited, by post using the mailing label provided. The printed copy of the Interim Report will be sent to you free of charge upon receipt of your request.

Please note that by completing and returning the Request Form to request for the printed copy of the Interim Report, you will expressly indicate that you prefer to receive all future corporate communications of the Company in printed form and in the language selected.

Should you have any queries relating to this notification, please contact Customer Service Hotline of Tricor Standard Limited at (852) 2980 1333 from 9:00 a.m. to 6:00 p.m., Monday to Friday (excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
New World China Land Limited
Ngan Man-ying, Lynda
Company Secretary

Note: Corporate communications refer to any documents issued or to be issued by the Company for information or action of holders of securities of the Company, including but not limited to annual report, interim report, notice of meeting, listing document, circular and proxy form.

致：本公司證券的非登記持有人

於本公司網站刊發2010／2011年度中期業績報告的通知

我司現謹通知 閣下，新世界中國地產有限公司（「**本公司**」）之2010/2011年度中期業績報告（「**中期報告**」）的英文本及中文本，現已登載於本公司網站www.nwcl.com.hk。

中期報告載於本公司網站主頁新聞區項下。閣下可於新聞區項下按「企業公告」及選擇「2010／2011中期業績報告」以覽閱中期報告。

倘 閣下擬收取中期報告的印刷本，可填妥本函背頁之要求表格及利用郵寄標籤寄回本公司之股份過戶登記處香港分處—卓佳標準有限公司。中期報告的印刷本將免費發送予 閣下。

請注意，當 閣下填寫及寄回要求表格以索取中期報告的印刷本後，即表示 閣下確認擬收取本公司日後刊發的所有公司通訊的印刷本及所選擇之語言版本。

倘 閣下對本通知有任何查詢，請於星期一至星期五（香港公眾假期除外）上午9時至下午6時致電卓佳標準有限公司客戶服務熱線，電話號碼為（852）2980 1333。

代表
新世界中國地產有限公司
公司秘書
顏文英
謹啟

2011年3月18日

註：公司通訊指由公司發出或將予發出以供公司證券持有人參照或採取行動的任何文件，其中包括但不限於年報、中期業績報告、會議通告、上市文件、通函及代表委任表格。

REQUEST FORM 要求表格

To: **New World China Land Limited (the “Company”)**
c/o Tricor Standard Limited
26/F., Tesbury Centre
28 Queen’s Road East, Wanchai
Hong Kong

致：新世界中國地產有限公司
卓佳標準有限公司轉交
香港灣仔皇后大道東28號
金鐘匯中心26樓

I/We would like to receive the printed copy of 2010/2011 Interim Report and all future Corporate Communications ^(Note 1) of the Company in English version; or in Chinese version; or in English and Chinese versions *(Please mark “X” in the appropriate box).* ^(Note 2)

本人／吾等要求索取截至2010／2011年度中期報告及公司日後刊發的所有公司通訊^(註1)的英文印刷本；或中文印刷本；或中英文印刷本(請在適當空格內劃上「X」號)^(註2)。

Signature 簽署：_____

Date 日期：_____

Name 姓名：_____ (English 英文)
(in block letters 以正楷填寫)

_____ (Chinese 中文)

Contact Phone
Number 聯絡電話：_____

Notes 註：

1. Corporate Communications refer to any documents issued or to be issued by the Company for information or action of holders of securities of the Company, including but not limited to annual report, interim report, notice of meeting, listing document, circular and proxy form.
公司通訊指由公司發出或將予發出以供公司證券持有人參照或採取行動的任何文件，其中包括但不限於年報、中期報告、會議通告、上市文件、通函及代表委任表格。
2. By completing and returning this Request Form to request for the printed copy of the 2010/2011 Interim Report, you have expressly indicated that you prefer to receive all future Corporate Communications of the Company in printed form and in the language selected above.
當閣下填寫及寄回要求表格以索取2010／2011年度中期報告的印刷本後，即表示閣下確認擬收取公司日後刊發的所有公司通訊的印刷本及以上所選擇之語言版本。

(Please cut along the dotted line 請沿虛線剪下)

Please cut the mailing label and stick this on an envelope to return the Request Form to us.

No postage stamp is required for local mailing in Hong Kong
當閣下寄回此表格時，請將此郵寄標籤剪貼於信封上。
如在本港投寄，閣下無需支付郵費或貼上郵票

Mailing Label 郵寄標籤

Tricor Standard Limited
卓佳標準有限公司
Freepost No. 簡便回郵號碼：37
Hong Kong 香港