(Stock Code: 825)

DATE OF BOARD MEETING

The board of directors (the "Board") of New World Department Store China Limited (the "Company") announces that a meeting of the Board will be held on Wednesday, 10 October 2007 for the purpose of, among other matters, approving the release of the annual results of the Company and its subsidiaries for the year ended 30 June 2007 and its publication.

By order of the Board WONG Kwok-kan, Kenneth Company Secretary

Hong Kong, 25 September 2007

As at the date of this announcement, the non-executive directors of the Company are Dr. CHENG Kar-shun, Henry (Chairman) and Mr. AU Tak-cheong; the executive directors are Mr. CHEUNG Fai-yet, Philip, Mr. LIN Tsai-tan, David, Mr. WONG Kwok-kan, Kenneth, Mr. CHENG Chi-kong, Adrian and Ms. NGAN Man-ying, Lynda; and the independent non-executive directors are Mr. CHEONG Ying-chew, Henry, Mr. CHAN Yiu-tong, Ivan, Mr. TONG Hang-chan, Peter and Mr. YU Chun-fai, Henry.