



新世界百貨中國有限公司

New World Department Store China Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 825)

29 October 2009

To the Shareholders

Dear Sir or Madam,

NOTICE OF PUBLICATION OF CORPORATE COMMUNICATIONS

Thank you for sending us your reply form earlier indicating your choice of receipt of Corporate Communications. “Corporate Communications” includes any document issued or to be issued by the Company for your information or action, including but not limited to directors’ report, annual accounts together with a copy of the auditors’ report and, where applicable, the summary financial report, interim report and, where applicable, the summary interim report, notice of meeting, listing document, circular and proxy form.

We are pleased to inform you that both the English and Chinese language versions of the Company’s annual report 2009, circular dated 29 October 2009 relating to the notice of annual general meeting, re-election of the retiring directors, general mandate to issue shares and to repurchase shares, a notice of the annual general meeting of the Company to be convened and held at Meeting Room N201A (New Wing), Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong on Tuesday, 8 December 2009 at 10:00 am and a proxy form for use at such annual general meeting (collectively, the “**Current Corporate Communications**”) are now available on the website of the Company at www.nwds.com.hk and the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk (collectively, the “**Websites**”), or the arranged printed form(s) of the Current Corporate Communications are enclosed herewith, if applicable. You may access the Current Corporate Communications by clicking “Announcements” under “Investors” appearing on the first page of the website of the Company.

You are entitled at any time to choose to receive the Corporate Communications in printed form or read the Corporate Communications from the Websites, notwithstanding any wish to the contrary that has been previously conveyed to the Company. Should you wish to change your means of receipt of the Corporate Communications, please complete the request form attached herewith and send it to the Company’s branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited of 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong. You do not need to affix any stamp if the request form is posted in Hong Kong. If the request form is posted from outside Hong Kong, please affix an appropriate postage. The request form may also be downloaded from the Company’s website at www.nwds.com.hk. You can also write or send an email to is-ecom@hk.tricorglobal.com specifying your name, contact telephone number, corresponding address and your request.

If you have chosen to receive all future Corporate Communications via the Websites and have difficulty in receiving or gaining access to the Current Corporate Communications via the Websites, you can request for printed copies of the Current Corporate Communications to be sent to you free of charge by notifying us using any of the methods mentioned in the preceding paragraph.

Should you have any queries relating to this notice and/or the above arrangements, please call the enquiry hotline at (852) 2980 1333 during business hours (9:00 am to 6:00 pm, Monday to Friday, excluding public holidays).

Yours faithfully,

For and on behalf of

New World Department Store China Limited

Wong Kwok-kan, Kenneth

Company Secretary