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ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATION

In accordance with rules 2.07A and 2.07B of the Listing Rules, the Company is making adequate arrangements to ascertain the Shareholders' wishes of receiving future Corporate Communication either: (i) in printed form, in either English language version only, in Chinese language version only, or in both English and Chinese language versions; or (ii) by electronic means through the Company's website.

INTRODUCTION

For the purpose of environmental protection, the Company is making available Corporate Communication to its Shareholders either: (i) in printed form, in either English language version only, in Chinese language version only, or in both English and Chinese language versions; or (ii) by electronic means through the Company's website, and the Company is making adequate arrangements to ascertain the wishes of its Shareholders in this regard.

PROPOSED ARRANGEMENTS

In accordance with rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company is sending a letter to its Shareholders on 31 March 2009 (the "First Letter") together with a reply form (the "Reply Form") in both English and Chinese, and a pre-paid addressed envelope to enable them to select to receive future Corporate Communication either: (i) in printed form, in English language version only, in Chinese language version only, or in both English and Chinese language versions; or (ii) by electronic means through the Company's website. The First Letter will explain that if no reply is received from the Shareholders on or before 30 April 2009, the arrangements described below will apply in respect of each future Corporate Communication:
 - the printed Chinese language version will be sent to all Hong Kong Shareholders who are natural persons with a Chinese name; and
 - the printed English language version will be sent to all overseas Shareholders and all Hong Kong Shareholders, other than natural persons with a Chinese name.

Whether a Shareholder is a Hong Kong Shareholder or an overseas Shareholder will be determined by the address of that Shareholder appearing in the Company's register of members maintained by the Hong Kong Branch Share Registrar and Transfer Office.

Whether a Shareholder has a Chinese name will be determined by the Company with reference to his/her name as appearing in its register of members maintained by the Hong Kong Branch Share Registrar and Transfer Office.

2. The Company will send the selected language version(s) of the Corporate Communication to the Shareholders who have made a selection unless and until they send to the Company a reasonable notice in writing that they wish to receive Corporate Communication in another (or both) language.
3. When each printed Corporate Communication is sent out in accordance with the arrangements described in paragraph no. 1 above, a letter, together with a pre-paid request form (the "Second Letter"), in both English and Chinese, will be attached to or printed at some prominent place in the sent out version of the Corporate Communication, stating that the Corporate Communication prepared in another language will be available upon request. Shareholders are entitled to change their choice of language and means of receipt of Corporate Communication at any time, by reasonable notice in writing in the following manner: (i) through the Hong Kong Branch Share Registrar and Transfer Office; or (ii) by sending such a notice by email to is-ecom@hk.tricorglobal.com specifying their name, contact telephone number, address and request.
4. With respect to Shareholders who choose to receive Corporate Communication by electronic means through the Company's website, the Company will notify such Shareholders by email, according to the email addresses given in the Reply Form, as and when the Corporate Communication is published on the Company's website. If no email address is given, the Company will send to such Shareholders a printed notice of availability of the publication of the Corporate Communication on the Company's website by post to such Shareholders at their address as appearing in the Company's register of members maintained by the Hong Kong Branch Share Registrar and Transfer Office or at any other address supplied by them to the Company for the purpose. The Company will set out in each such Corporate Communication the steps for notifying the Company of any change of their choice to receive Corporate Communication either in printed form or by electronic means through the Company's website. If, for any reason, such Shareholders have difficulty in receiving or gaining access to the Corporate Communication by electronic means through the Company's website, or wish to receive a printed version, they will promptly, upon request, be sent a printed version free of charge.
5. Corporate Communication in both English and Chinese language, in accessible format, will be available by electronic means through the Company's website at www.nwds.com.hk and electronic copy in both languages will be filed with the Stock Exchange for publication on its website at www.hkexnews.hk before the day such printed Corporate Communication is sent to the Shareholders.

6. The Company is providing a dial-up hotline service (Tel: (852) 2980 1333) during business hours (9:00 am to 6:00 pm, Monday to Friday, excluding public holidays) to enable Shareholders to make enquiry of the Company's proposed arrangements set out above.
7. The First Letter and the Second Letter will mention that Corporate Communication will be available in both English and Chinese language by electronic means through the Company's website and that the dial-up hotline service shall be provided as mentioned in paragraphs no. 5 and no. 6 above.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

- “Company” means New World Department Store China Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on the main board of the Stock Exchange;
- “Corporate Communication” means any document issued or to be issued by the Company for the information or action of Shareholders as defined in rule 1.01 of the Listing Rules;
- “Hong Kong” means the Hong Kong Special Administrative Region of The People's Republic of China;
- “Hong Kong Branch Share Registrar and Transfer Office” means Tricor Investor Services Limited of 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong;
- “Listing Rules” means the Rules Governing the Listing of Securities on the Stock Exchange as modified from time to time;
- “Shareholder(s)” means the holder(s) of share(s) in the share capital of the Company, with a par value of HK\$0.10 each; and
- “Stock Exchange” means The Stock Exchange of Hong Kong Limited.

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

Hong Kong, 31 March 2009

As at the date of this announcement, the non-executive Directors are Dr. Cheng Kar-shun, Henry and Mr. Au Tak-cheong; the executive Directors are Mr. Cheng Chi-kong, Adrian, Mr. Cheung Fai-yet, Philip, Mr. Lin Tsai-tan, David, Mr. Wong Kwok-kan, Kenneth 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.