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**NWDS Announces Two New Projects  
Plan to Open a Second Store in Shanghai Putuo District  
and Commence Business in Hebei Yanjiao**

(25 September 2012 – Hong Kong) **New World Department Store China Limited** (“NWDS” or the “Company”; Hong Kong stock code: 825), one of the largest owners and operators of department stores in the PRC, announced the signing of two new projects, namely Shanghai 118 self-owned store (“Shanghai 118 Store”) and Yanjiao managed store (“Yanjiao Store”), further strengthening the Company’s leading position in its footholds in Shanghai and the Capital Economic Circle.

With Zhenru Town of Putuo District to be built as the fourth biggest deputy center in Shanghai under the urban planning blueprint, Putuo’s economy and infrastructures have developed rapidly in recent years. In view of the situation, the Company decides to open a second store in Putuo District following the acquisition of Shanghai Channel 1 (was renamed as “Shanghai-Hong Kong New World Department Store - Shaanxi Road Store”) last year, so as to further strengthen our local presence. The Company plans to set up a self-owned store with a gross floor area (“GFA”) of about 62,600 square meters (“sq.m.”) at 118 Square on Jinsha River Road in FY2015. The premise enjoys convenient transportation and connects with numerous highways linking with the North, the South and the inner city. Being only 3 km away from the Hongqiao Development Zone and right next to the Changfeng Eco-business District, a modern services and commerce based ecological new city modeling New York Upper Manhattan, 118 Square lies right in the heart of future economic engine in Putuo District, providing sufficient supply of quality customers to our store. 118 Square brings the elements of shopping, leisure, entertainment, business, hotel accommodation under one roof in a mega size living gallery. With the opening of NWDS store, the mall is bound to be a trendy hot spot in Putuo District, presenting a new exquisite shopping space to Shanghai consumers.

Located in Sanhe City of Hebei Province, Yanjiao is the nearest new town from the Capital. Yanjiao is only 30 km and 25 km away from the center of Beijing, Tiananmen Square and the Beijing Capital International Airport respectively and has become a core district of the Central Capital Economic Circle. Yanjiao’s GDP recorded RMB 24.2 billion in 2011, accounting for 64% of Sanhe City’s GDP in the same period and is expected to grow further to RMB 74.4 billion in 2015, providing strong support for the rapid growth of its social consumption. Seizing the opportunity, the Company plans to commence business in Yanjiao and will open a brand new managed store with a GFA of about 32,000 sq.m. in FY2014, which will be one of the most sizeable department stores in the district. The new store will be located in Xin Le Hui, the only completed gigantic commercial complex in the area, with a total development area of 215,000 sq.m.. Complementary facilities available in the mall include a 5,000 sq.m. cinema and a 13,000 sq.m. supermarket in the basement. In addition, Yanjiao Store lies next to Xin Le Hui Business Street and is surrounded by a large number of residential buildings and 80,000 sq.m. of service apartment. Situating in a comprehensive business environment as such that draws people from all

walks of life, Yanjian Store is bound to be a new trendy landmark in the area, creating a desirable shopping destination for the Yanjiao community.

Speaking of the two new projects, Mr. Philip Cheung, Managing Director and Executive Director of NWDS said, “The Company established its first presence in Shanghai back in the early 2000’s, we have formulated and implemented our “multiple presences within a single city” expansion strategy in a timely manner to open more stores in footholds where we have competitive edge. With the growing consumption strengthen in Putuo District, and to fully leverage the synergies with Shanghai Shaanxi Road Store, the Company decides to open Shanghai 118 Store to further increase our market shares and local influence in Putuo District. At the same time, with the development of Beijing-Tianjin-Hebei region, the radiation effects brought by the Capital have fostered the economic development in the surrounding areas. The Company has carried out the “radiation city” expansion strategy to futher expand our well-established business network in Beijing to other cities located within the Capital Economic Circle like Yanjiao. Opening managed stores not only accelerate NWDS expansion into emerging markets, but also provide a stable source of income to the Company. Therefore, we have great confidence in these two new projects. In future, we will continue to explore more potential projects in a proactive manner to cement the Company's leading position among other department store operators in China.”

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### **About New World Department Store China Limited**

As New World Development Company Limited’s (Hong Kong stock code: 17) retail arm in the PRC, New World Department Store China Limited is one of the largest owners and operators of department stores in the PRC. Established in 1993, NWDS currently operates a large national network of 29 “New World” branded department stores and 10 “Ba Li Chun Tian” (巴黎春天) branded department stores in Shanghai. Among them 36 stores are self-owned while 3 are managed stores. The department store retail chain covers 18 major cities in the PRC, including Beijing, Shanghai, Shenyang, Wuhan and Chengdu etc. The Company was successfully listed on the Main Board of The Stock Exchange of Hong Kong on 12 July 2007.

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