



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)

(於開曼群島註冊成立的有限公司)

(Stock Code 股份代號: 825)

25 October 2010

To: The Shareholders

Dear Sir or Madam,

NOTIFICATION OF PUBLICATION OF CORPORATE COMMUNICATIONS

We are pleased to inform you that both English language version and Chinese language version of a circular dated 25 October 2010 relating to notice of annual general meeting, re-election of the retiring directors, general mandate to issue shares and to repurchase shares (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 homepage 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 Websites. You can also write or send an email to the Company’s branch share registrar and transfer office in Hong Kong at 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 5:00 pm, Monday to Friday, excluding public holidays).

Yours faithfully,
For and on behalf of
New World Department Store China Limited
Wu Yuk-kwai, Catherine
Company Secretary

Note: “**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.

敬啟者：

公司通訊之登載通知

吾等欣然知會閣下，一份日期為2010年10月25日有關股東週年大會通告、重選退任董事、發行股份及購回股份的一般授權的通函(「**本次公司通訊**」)的中、英文本，現已登載於本公司網站www.nwds.com.hk以及香港聯合交易所有限公司網站www.hkexnews.hk(統稱「**網站**」)，或已按安排附上本次公司通訊之印刷本(如適用)。閣下可於本公司網站主頁所示的「投資者」項下「通告」一欄擷取本次公司通訊。

儘管閣下早前曾向本公司作出公司通訊收取方式的選擇，惟閣下仍可隨時更改有關選擇，改為以收取印刷本或於網站閱覽公司通訊。閣下如欲更改收取公司通訊形式，請填寫隨附之申請表格，並寄回本公司之香港股份過戶登記分處—卓佳證券登記有限公司，其地址為香港灣仔皇后大道東28號金鐘匯中心26樓。若於香港投寄申請表格，閣下毋需貼上任何郵票。若於香港境外投寄申請表格，請附上合適郵費。申請表格亦可於網站內下載。閣下亦可向本公司香港股份過戶登記分處以書面或電郵發出通知，註明閣下之姓名、聯絡電話、通訊地址及要求，電郵地址為：is-ecom@hk.tricorglobal.com。

如閣下已選擇透過網站收取所有日後之公司通訊，而在收取或接收本次公司通訊時遇上困難，閣下可按上一段所述任何方式知會本公司，便可免費獲發本次公司通訊的印刷本。

如閣下對本通知及/或上述安排有任何疑問，請於辦公時間內(星期一至星期五，上午九時至下午五時，公眾假期除外)，致電查詢熱線(852) 2980 1333。

此致

列位股東 台照

代表
新世界百貨中國有限公司
公司秘書
胡玉桂
謹啟

2010年10月25日

附註：「**公司通訊**」包括任何由本公司發出或將發出予閣下參照或採取行動之文件，其中包括但不限於董事會報告、年度賬目連同核數師報告以及財務摘要報告(如適用)、中期報告及中期摘要報告(如適用)、會議通告、上市文件、通函及代表委任表格。

