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新世界發展有限公司

New World Development Company Limited

(incorporated in Hong Kong with limited liability)

(Stock Code: 0017)

DATE OF BOARD MEETING

The board of directors (the “Board”) of New World Development Company Limited (the “Company”) announces that a meeting of the Board will be held on Monday, 28 February 2011 for the purpose of, among other matters, approving the release of the interim results of the Company and its subsidiaries for the six months ended 31 December 2010 and considering the payment of an interim dividend.

By Order of the Board

Wong Man-Hoi

Company Secretary

Hong Kong, 16 February 2011

As at the date of this announcement, the Board of the Company comprises (a) six executive directors, namely Dato’ Dr. Cheng Yu-Tung, Dr. Cheng Kar-Shun, Henry, Dr. Sin Wai-Kin, David, Mr. Liang Chong-Hou, David, Mr. Cheng Chi-Kong, Adrian and Mr. Cheng Chi-Heng; (b) five non-executive directors, namely Mr. Cheng Kar-Shing, Peter, Mr. Leung Chi-Kin, Stewart, Mr. Chow Kwai-Cheung, Mr. Liang Cheung-Biu, Thomas and Ms. Ki Man-Fung, Leonie; and (c) four independent non-executive directors, namely Mr. Yeung Ping-Leung, Howard, Dr. Cha Mou-Sing, Payson (alternate director to Dr. Cha Mou-Sing, Payson: Mr. Cha Mou-Zing, Victor), Mr. Ho Hau-Hay, Hamilton and Mr. Lee Luen-Wai, John.