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This announcement, for which the directors of 北京京客隆商業集團股份有限公司 (Beijing Jingkelong Company Limited) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and is not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.*



北京京客隆商業集團股份有限公司
BEIJING JINGKELONG COMPANY LIMITED *

(a joint stock limited company incorporated in the People's Republic of China)

(GEM Stock Code: 8245)

(Main Board Stock Code: 814)

**WAIVER FROM STRICT COMPLIANCE WITH
RULES 9.09 AND 10.07(1)(A) OF
THE MAIN BOARD LISTING RULES**

The Company has applied to the Stock Exchange for, and the Stock Exchange has granted, a waiver from strict compliance with rules 9.09 and 10.07(1)(a) of the Main Board Listing Rules with regard to the restrictions on dealings in securities by connected persons/controlling shareholders prior to the Main Board Listing.

The Introduction and the Proposed Withdrawal may or may not proceed. Shareholders and potential investors are advised to exercise caution when dealing in the H Shares.

Reference is made to the introduction document (the “**Introduction Document**”) and the circular of the Company both dated 29 June 2007 in connection with the proposed listing of the Company’s H shares (the “**Main Board Listing**”) on the main board of The Stock Exchange of Hong Kong Limited. Unless otherwise defined, capitalized terms used herein shall have the same meanings as those used in the Introduction Document.

The Company is listed on GEM and its H Shares are freely transferable. Pursuant to the GEM Listing Rules, the Directors have been and may from time to time be granted a general mandate (the “**General Mandate**”) by the Shareholders to issue domestic shares and/or H shares of the

Company, which, when granted before the Main Board Listing, will continue to be effective after the Main Board Listing.

In order to ensure that the Company's H Shares can be traded freely by connected persons and the continuous availability of the General Mandate to the Board before and through to the Main Board Listing, the Company has applied to the Stock Exchange for, and the Stock Exchange has granted, a waiver (the "**Waiver**") from strict compliance with rules 9.09 and 10.07(1)(a) of the Main Board Listing Rules with regard to the restrictions on dealings in securities by connected persons/controlling shareholders prior to the Main Board Listing, provided that any possible disposal of the Company's shares by the Company's controlling shareholders and issuance of new shares by the Company prior to the listing of the Company's shares on the Main Board should be conducted in full compliance with the GEM Listing Rules and in accordance with all applicable laws, and this announcement of the Waiver be made.

There is no assurance that permission will be obtained from the Stock Exchange for the Introduction. Shareholders and potential investors should be aware that the implementation of the Introduction and the Proposed Withdrawal are subject to certain conditions to be fulfilled and thus may or may not become effective. **Accordingly, the Introduction and the Proposed Withdrawal may or may not proceed. Shareholders and potential investors are advised to exercise caution when dealing in the H Shares.**

By Order of the Board
Beijing Jingkelong Company Limited
Wei Tingzhan
Chairman

Beijing, 30 July 2007

As at the date of this announcement, the executive Directors of the Company are Wei Tingzhan, Li Jianwen, Li Chunyan and Liu Yuejin; the Non-Executive Directors are Gu Hanlin and Li Shunxiang; and the Independent Non-executive Directors are Fan Faming, Huang Jiangming and Chung Chi Kong.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for at least 7 days from the date of its posting.

** For identification purpose only*