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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)

(Stock Code: 814)

**APPOINTMENT OF COMPANY SECRETARY, AUTHORISED
REPRESENTATIVE, FINANCIAL CONTROLLER AND
QUALIFIED ACCOUNTANT**

The board (the "Board") of directors of Beijing Jingkelong Company Limited (the "Company") announces that Mr. Li Bo ("Mr. Li") has been appointed as the company secretary, authorised representative, financial controller and qualified accountant of the Company with effect from 18 March 2011 and Ms. Li Chunyan ("Ms. Li") has ceased to be a joint company secretary of the Company. Ms. Li and the Board have confirmed that there is no disagreement between the Board and Ms. Li and there are no matters which need to be brought to the attention of The Stock Exchange of Hong Kong Limited and the shareholders of the Company in relation thereto. Ms. Li remains to be an executive Director and authorised representative of the Company.

Mr. Li Bo, aged 32, graduated from Capital University of Economics and Business (首都經濟貿易大學) with a bachelor's degree of economics in 2001 and obtained a master degree of accounting from Macquarie University of Australia in 2004. Mr.

Li is a member of the Hong Kong Institute of Certified Public Accountants and Certified Practising Accountant of Australia.

By Order of the Board

Beijing Jingkelong Company Limited*

Wei Tingzhan

Chairman

Beijing, the PRC

18 March 2011

As at the date of this announcement, the executive directors of the Company are Mr. Wei Tingzhan, Mr. Li Jianwen, Ms. Li Chunyan and Mr. Liu Yuejin; the non-executive directors are Mr. Gu Hanlin and Mr. Li Shunxiang; and the independent non-executive directors are Mr. Wang Liping, Mr. Chen Liping and Mr. Choi Onward.

**for identification purpose only*