

北京京客隆商業集團股份有限公司

BELJING JINGKELONG COMPANY LIMITED*

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

(Stock Code: 814)

NOTICE OF BOARD MEETING

The board of directors (the "Board") of Beijing Jingkelong Company Limited (the "Company") is pleased to announce that a meeting of the Board will be held at Room 309, No.45, Xinyuan Street, Chaoyang District, Beijing, the People's Republic of China ("PRC") on Friday, 15th August 2008 at 4:00 p.m. for the following purposes:

- 1. To consider and, if thought appropriate, approve the interim results of the Company and its subsidiaries (the "Group") for the six months ended 30th June 2008;
- To consider and, if thought appropriate, approve the announcement of the interim results and
 the interim report of the Group for the six months ended 30th June 2008 to be published in
 accordance with the Rules Governing the Listing of Securities on The Stock Exchange of
 Hong Kong Limited; and
- 3. To transact any other business.

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

Beijing, the PRC 1st August 2008

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. Fan Faming, Mr. Huang Jiangming and Mr. Chung Chi Kong.

^{*} For identification purpose only