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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)

CONTINUING CONNECTED TRANSACTIONS

UNDER THE AMENDED LISTING RULES

With the amendments to the Listing Rules which came into effect on 3 June 2010, the following continuing connected transactions of the Group which were set out in the 2008 Announcement and the 2008 Circular are no longer regarded as continuing connected transactions of the Group under Chapter 14A of the Listing Rules since 3 June 2010:

- (i) Supply of tea leaves by Beijing Wuyifeng to the Group,
- (ii) Supply of raw meat by Beijing Yingguangda to the Group,
- (iii) Provision of interior decoration services by Tianjin Jinganghua to the Group,
- (iv) Supply of cooked food by Jiazeng Foodstuff to the Group,
- (v) Supply of products by Chaopi Flavourings and Chaopi Jinglong to the Group,
- (vi) Provision of delivery and logistics services by Chaopi Trading to Chaopi Flavourings,
- (vii) Provision of delivery and logistics services by Chaopi Trading to Chaopi Jinglong,
- (viii) Provision of loan financing by the Company to Chaopi Flavourings, and
- (ix) Provision of loan financing by the Company to Chaopi Jinglong.

I. BACKGROUND INFORMATION

Reference is made to the 2008 Announcement and the 2008 Circular, in respect of certain continuing connected transactions of the Group. Unless otherwise defined or the

context requires otherwise, terms used in this announcement shall have the same meanings as defined in the 2008 Announcement and the 2008 Circular.

With the amendments to the Listing Rules having come into effect on 3 June 2010, certain continuing connected transactions of the Group as set out below are no longer regarded as continuing connected transactions of the Group under Chapter 14A of the Listing Rules since 3 June 2010.

II. CONTINUING CONNECTED TRANSACTIONS WITH PROMOTERS (AND THEIR ASSOCIATES)

1. Supply of tea leaves by Beijing Wuyifeng to the Group

Reference is made to the 2008 Announcement where, inter alia, the continuing connected transaction relating to Beijing Wuyifeng in respect of its supply to the Group of various types of tea leaves. Mr. Xia Wensheng is one of the Company's promoters who holds an equity interest of approximately 0.51% in the Company. Beijing Wuyifeng is controlled by Mr. Xia Wensheng and, accordingly, is his associate. Beijing Wuyifeng was a connected person of the Group only because it was an associate of Mr. Xia Wensheng. Under the amended Rule 14A.11(3) of the Listing Rules, "promoter" of a PRC issuer has been removed from the definition of "connected person". Accordingly, Mr. Xia Wensheng and Beijing Wuyifeng are no longer connected persons of the Group, and the supply of tea leaves by Beijing Wuyifeng to the Group is no longer a continuing connected transaction of the Group under Chapter 14A of the Listing Rules upon the amended Listing Rules coming into effect on 3 June 2010.

2. Supply of raw meat by Beijing Yingguangda to the Group

Reference is made to the 2008 Announcement where, inter alia, the continuing connected transaction relating to Beijing Yingguangda in respect of its supply to the Group of various types of raw meat. Mr. Gao Jiaqiang is one of the Company's promoters who holds an equity interest of approximately 0.51% in the Company. Beijing Yingguangda is controlled by Mr. Gao Jiaqiang and accordingly, is his associate. Beijing Yingguangda was a connected person of the Group only because it was an associate of Mr. Gao Jiaqiang. Under the amended Rule 14A.11(3) of the Listing Rules, "promoter" of a PRC issuer has been removed from the definition of "connected person". Accordingly, Mr. Gao Jiaqiang and Beijing Yingguangda are no longer connected persons of the Group, and the supply of raw meat by Beijing Yingguangda to the Group is no longer a continuing connected transaction of the Group under Chapter 14A of the Listing Rules upon the amended Listing Rules coming into effect on 3 June 2010.

3. Provision of interior decoration services by Tianjin

Jinganghai to the Group

Reference is made to the 2008 Announcement where, inter alia, the continuing connected transaction relating to Tianjin Jinganghai in respect of its provision of interior decoration services to the Group. Tianjin Jinganghai is one of the Company's promoters who holds an equity interest of approximately 1.26% in the Company. Under the amended Rule 14A.11(3) of the Listing Rules, "promoter" of a PRC issuer has been removed from the definition of "connected person". Accordingly, Tianjin Jinganghai is no longer a connected person of the Group, and the provision of interior decoration services by Tianjin Jinganghai to the Group is no longer a continuing connected transaction of the Group under Chapter 14A of the Listing Rules upon the amended Listing Rules coming into effect on 3 June 2010.

4. Supply of cooked food by Jiazeng Foodstuff to the Group

Reference is made to the 2008 Announcement and the 2008 Circular where, inter alia, the continuing connected transaction relating to Jiazeng Foodstuff in respect of its supply to the Group of various types of cooked food. Beijing Jiazeng is one of the Company's promoters who holds an equity interest of approximately 0.76% in the Company. Beijing Jiazeng and Jiazeng Foodstuff are both controlled by Mr. Ma Jiazeng. Jiazeng Foodstuff was a connected person of the Group only because it was an associate of Beijing Jiazeng. Under the amended Rule 14A.11(3) of the Listing Rules, "promoter" of a PRC issuer has been removed from the definition of "connected person". Accordingly, Beijing Jiazeng, Mr. Ma Jiazeng and Jiazeng Foodstuff are no longer connected persons of the Group, and the supply of cooked food by Jiazeng Foodstuff to the Group is no longer a continuing connected transaction of the Group under Chapter 14A of the Listing Rules upon the amended Listing Rules coming into effect on 3 June 2010.

III. CONTINUING CONNECTED TRANSACTIONS WITH NON

WHOLLY-OWNED SUBSIDIARIES

Reference is made to the 2008 Announcement and the 2008 Circular where, inter alia, the following continuing connected transactions between the Group and two of its non wholly-owned subsidiaries, Chaopi Flavourings and Chaopi Jinglong:

- (i) Supply of products by Chaopi Flavourings and Chaopi Jinglong to the Group,
- (ii) Provision of delivery and logistics services by Chaopi Trading to Chaopi Flavourings,

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- (iii) Provision of delivery and logistics services by Chaopi Trading to Chaopi Jinglong,
 - (iv) Provision of loan financing by the Company to Chaopi Flavourings, and
 - (v) Provision of loan financing by the Company to Chaopi Jinglong.

Mr. Li Jun Wei is a director of each of Chaopi Flavourings, Chaopi Jinglong and Chaopi Trading and holds approximately 30.84%, 31.78% and 0.82% respectively in their issued capitals. Chaopi Flavourings and Chaopi Jinglong are held as to 52.63% and 54.23% by Chaopi Trading, which is held as to 79.85% by the Company. Accordingly, Mr. Li Jun Wei is a connected person of the Group and Chaopi Flavourings and Chaopi Jinglong (being the associates of Mr. Li Jun Wei) were connected persons of the Group. Under the amended Rule 14A.12A(1)(b) of the Listing Rules, a non wholly-owned subsidiary will not be regarded as a connected person by virtue of being an associate of any connected persons (at the level of the issuer's subsidiaries only) as defined in Rules 14A.11(1) to (3). Accordingly, Chaopi Flavourings and Chaopi Jinglong are no longer connected persons of the Group, and the transactions as mentioned in (i) to (v) above are no longer continuing connected transactions of the Group under Chapter 14A of the Listing Rules upon the amended Listing Rules coming into effect on 3 June 2010.

Accordingly, the transactions of the Group as set out under sections II and III above are no longer subject to the reporting requirements and annual review requirements under Chapter 14A of the Listing Rules with effect from 3 June 2010.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions have the following meanings:

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| “2008 Announcement” | the announcement of the Company dated 27 October 2008 in respect of certain continuing connected transactions of the Group |
| “2008 Circular” | the circular of the Company dated 13 November 2008 in respect of certain continuing connected transactions of the Group |
| “associate(s)” | has the meaning ascribed to it under the Listing Rules |
| “Beijing Jiazeng” | 北京加增工貿有限公司 (Beijing Jiazeng Gongmao Company Limited*), a company |

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| | incorporated in the PRC and is one of the Company's promoters |
| “Beijing Wuyifeng” | 北京武夷峰茶葉銷售有限公司 (Beijing Wuyifeng Tea Leaves Sales Company Limited*), a company incorporated in the PRC |
| “Beijing Yingguangda” | 北京應廣達食品有限公司 (Beijing Yingguangda Foodstuff Company Limited*), a company incorporated in the PRC |
| “Board” | the board of directors of the Company |
| “Chaopi Flavourings” | 北京市朝批調味品有限責任公司 (Beijing Chaopi Flavourings Company Limited*), a limited liability company incorporated in the PRC on 29 April 2001 and an approximately 52.63% held subsidiary of Chaopi Trading |
| “Chaopi Jinglong” | 北京朝批京隆油脂銷售有限公司 (Beijing Chaopi Jinglong Oil Sales Company Limited*), a limited liability company incorporated in the PRC on 9 May 2005 and an approximately 54.23% held subsidiary of Chaopi Trading |
| “Chaopi Trading” | 北京朝批商貿股份有限公司 (Beijing Chaopi Trading Company Limited*), a limited liability company incorporated in the PRC on 31 May 2002 and was converted into a joint stock limited company on 31 May 2010, an approximately 79.85% held subsidiary of the Company |
| “Company” | 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 PRC, the H shares of which are listed on the Stock Exchange |
| “connected person(s)” | has the meaning ascribed to it under the Listing Rules |
| “Group” | the Company and its subsidiaries |

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| “H Share(s)” | the overseas listed foreign share(s) of nominal value of RMB1.00 each in the share capital of the Company, which are subscribed for and traded in HK\$ and listed on the Stock Exchange |
| “HK\$” | Hong Kong dollars, the lawful currency of Hong Kong |
| “Hong Kong” | the Hong Kong Special Administrative Region of the PRC |
| “Jiazeng Foodstuff” | 北京加增食品有限公司 (Beijing Jiazeng Foodstuff Company Limited*), a company incorporated in the PRC |
| “Listing Rules” or “Rule(s)” | the Rules Governing the Listing of Securities on the Stock Exchange |
| “PRC” | the People’s Republic of China |
| “Stock Exchange” | The Stock Exchange of Hong Kong Limited |
| “Tianjin Jinganghua” | 天津市金港華建築藝術裝飾工程有限公司 (Tianjin Jinganghua Jianzhu Art Decoration Work Company Limited*), a company incorporated in the PRC and is one of the Company’s promoters |

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

Beijing, the PRC
20 October, 2010

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*