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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)

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

The board of directors (the "Board") of Beijing Jingkelong Company Limited (the "Company") deeply regrets to announce that Mr. Keung Siu Fai ("Mr. Keung"), the joint company secretary, authorised representative, financial controller and qualified accountant of the Company, passed away because of illness on 14 February 2011.

Mr. Keung had made invaluable contributions to the Company during his tenure of office. The Board is saddened by the decease of Mr. Keung and would like to convey its sincere condolences to his family.

The Board will seek to appoint a new company secretary, authorised representative, financial controller and qualified accountant in due course and further announcement will be issued in relation to the same.

By Order of the Board

Beijing Jingkelong Company Limited*

Wei Tingzhan

Chairman

Beijing, the PRC

14 February 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*