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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)

NOTICE OF BOARD MEETING

The board of directors (the "Board") of Beijing Jingkelong Company Limited (the "Company") hereby announces that a meeting of the Board of the Company will be held at Room 309, Block No.45, Xinyuan Street, Chaoyang District, Beijing, the People's Republic of China ("PRC") at 4:00 p.m. on Friday, 29 April 2011 for the purposes of considering and approving the unaudited results of the Company and its subsidiaries for the three months ended 31 March 2011, and transacting any other business.

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

Beijing, the PRC

15 April 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*