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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)**

## **CHANGE OF PRINCIPAL PLACE OF BUSINESS IN HONG KONG**

The board of directors (the "Board") of Beijing Jingkelong Company Limited (the "Company") announces that the principal place of business of the Company in Hong Kong has been changed to 20th Floor, Alexandra House, 18 Chater Road, Central, Hong Kong with effect from 1 January 2011.

By Order of the Board

Beijing Jingkelong Company Limited\*

*Wei Tingzhan*

*Chairman*

Beijing, the PRC

4 January 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*