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SHUN CHEONG HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(stock code: 650)

Website: <http://www.irasia.com/listco/hk/shuncheong>

CHANGE OF COMPANY SECRETARY

The Board of Directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”) announces that Ms. Ngan Mei Fan (Ms. Ngan) has tendered her resignation as Company Secretary with effect from 5 October 2007. Ms. Ngan also confirms that she has no disagreement with the Board and there are no matters that need to be brought to the attention to the shareholders of the Company in relation to her resignation.

The Board is pleased to announce the appointment of Mr. Poon Yan Wai (Mr. Poon) as Company Secretary with effect from 5 October 2007. He is a fellow member of the Hong Kong Institute of Certified Public Accountants. He also holds a Bachelor’s degree in Accountancy and Master’s degree in Corporate Finance from the Hong Kong Polytechnic University.

We would like to take this opportunity to thank Ms. Ngan for her valuable contribution to the Company during the period of her services and welcome Mr. Poon to his new appointment.

By Order of the Board
Shun Cheong Holdings Limited
Cao Jing
Executive Chairman

Hong Kong, 5 October 2007

The Directors of the Company as at the date of this announcement are Ms. Cao Jing and Mr. Mo Tianquan, being Executive Directors; Mr. Yu Hon To, David, Prof. Ye Jianping and Mr. Zhang Shaohua, being Independent Non-Executive Directors.