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This announcement, for which the directors of 北京京客隆商業集團股份有限公司 (Beijing Jingkelong Company Limited) collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and is not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.



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: 8245)

NOTICE OF BOARD MEETING

The board of directors (the “Board”) of Beijing Jingkelong Company Limited (the “Company”) is pleased to announce that a meeting of the Board will be held at Room 309, No.45, Xinyuan Street, Chaoyang District, Beijing, the People’s Republic of China (“PRC”) on Tuesday, 13th November 2007 at 4:00 p.m. for the following purposes:

1. To consider and, if thought appropriate, to approve the unaudited consolidated third quarterly results of the Company and its subsidiaries (the “Group”) for the nine months ended 30th September 2007;
2. To consider and, if thought appropriate, to approve the announcement of the 2007 third quarterly unaudited consolidated results and the third quarterly report of the Group, and the publication thereof, on the website of the Growth Enterprise Market of the Stock Exchange (the “GEM”) and the Company’s website; and
3. To transact any other business.

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

Beijing, PRC
29 October 2007

As at the date of this announcement, the executive directors of the Company are Wei Tingzhan, Li Jianwen, Li Chunyan and Liu Yuejin; the non-executive directors are Gu Hanlin and Li Shunxiang; and the independent non-executive directors are Fan Faming, Huang Jiangming and Chung Chi Kong.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least seven days from its date of publication and the Company’s website www.jkl.com.cn.

** For identification purposes only*