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New World China Land Limited

新世界中國地產有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 917)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

In order to increase efficiency in communication with Shareholders and contribute to environmental protection, the Company is making arrangement to ascertain the preferences of its Shareholders with respect to the choice of language and means of receipt of its Corporate Communications.

INTRODUCTION

In order to increase efficiency in communication with Shareholders and contribute to environmental protection, the Company is making arrangement to ascertain how the Shareholders wish to receive future Corporate Communications from the Company : (i) in printed form, in English language only, in Chinese language version only, or in both English and Chinese language versions; or (ii) by electronic means through the Company's website.

PROPOSED ARRANGEMENTS

In accordance with Rule 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:-

1. the Company will send a letter on 3 August 2009 (the "**First Letter**") together with a pre-paid reply form (the "**Reply Form**"), prepared in English and Chinese, to its Shareholders to enable them to select to receive future Corporate Communications either (i) in printed form, in English language version only, in Chinese language version only, or in both English and Chinese language versions; or (ii) by electronic means through the Company's website.

The First Letter will explain that if the Company does not receive the Reply Form from the Shareholder on or before 3 September 2009 and until the Shareholder informs the Company otherwise by reasonable notice in writing according to the relevant laws and regulations, the Shareholder is deemed to have consented to the Company supplying all future Corporate Communications by making them available on the Company's website only.

2. With respect to Shareholders who choose to receive the Corporate Communications in printed form, the Company will send the selected language version of the Corporate Communications to those Shareholders who have made a selection unless and until they notify the Hong Kong Branch Share Registrar in writing that they wish to receive any Corporate Communications in the other (or both) language(s), or by electronic means (through the Company's website).
3. With respect to Shareholders who choose or are deemed to have chosen to receive Corporate Communications by electronic means through the Company's website, the Company will notify such Shareholders by e-mail, according to the e-mail addresses given in the Reply Form, as and when the Corporate Communications are published on the Company's website. If no e-mail address is given by the Shareholders, the Company will send to such Shareholders a printed notice of availability of the publication of the Corporate Communications on the Company's website by post to such Shareholders at their address as appearing in the Company's register of members maintained by the Hong Kong Branch Share Registrar.
4. When each of the printed Corporate Communications is sent out by the Company, a letter (the "**Second Letter**") together with a pre-paid request form (the "**Request Form**"), prepared in English and Chinese, will be attached to or printed in a prominent place in the relevant Corporate Communications, stating that the Corporate Communications prepared in the other language will be available upon request, and the Shareholders may change their choice of means of receipt and language of the Corporate Communications at any time, by reasonable notice to the Hong Kong Branch Share Registrar by either: (i) completing the Request Form and returning it to the Hong Kong Branch Share Registrar; or (ii) sending an email notification to the Hong Kong Branch Share Registrar at is-ecom@hk.tricorglobal.com specifying their name, contact telephone number, address and request.
5. All Corporate Communications in both English and Chinese, and in accessible format, will be available on the Company's website at www.nwcl.com.hk and an electronic copy of all such Corporate Communications will be filed with the Stock Exchange on the day before they are dispatched to Shareholders, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules.
6. The Company is providing a dial-up hotline service (Tel : (852) 2980 1333) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable Shareholders to make enquiry of the Company's proposed arrangement set out above.
7. The First Letter and the Second Letter will mention that both languages of each of the Corporate Communications will be available on the Company's website and that the dial-up enquiry service has been provided.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:-

“Company”	New World China Land Limited, a company incorporated in the Cayman Islands, the shares of which are listed on The Stock Exchange of Hong Kong Limited
“Corporate Communications”	documents issued or to be issued by the Company for the information or action of Shareholders as defined in Rule 1.01 of the Listing Rules
“Hong Kong Branch Share Registrar”	Tricor Standard Limited of 26th Floor, Tesbury Centre, 28 Queen’s Road East, Hong Kong
“Listing Rules”	The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Shareholder(s)”	holder(s) of share(s) in the issued share capital of the Company, with a par value of HK\$0.10 each
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

By order of the Board
Ngan Man-ying, Lynda
Company Secretary

Hong Kong, 31 July 2009

As at the date of this announcement, the board of directors of the Company comprises (a) nine executive directors, namely Dr. Cheng Kar-shun, Henry, Mr. Doo Wai-hoi, William, Mr. Cheng Kar-shing, Peter, Mr. Cheng Chi-kong, Adrian, Mr. Leung Chi-kin, Stewart, Mr. Chow Kwai-cheung, Mr. Chow Yu-chun, Alexander, Mr. Fong Shing-kwong, Michael and Ms. Ngan Man-ying, Lynda; (b) a non-executive director, namely Mr. Fu Sze-shing; and (c) three independent non-executive directors, namely Mr. Cheng Wai-chee, Christopher, Mr. Tien Pei-chun, James and Mr. Lee Luen-wai, John.

The announcement is published on the websites of the Company (www.nwcl.com.hk) and The Stock Exchange of Hong Kong Limited (www.hkexnews.hk).