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NEO-CHINA LAND GROUP (HOLDINGS) LIMITED

中新地產集團(控股)有限公司*

(incorporated in Bermuda with limited liability)

(Shares - Stock Code: 0563. Convertible bonds due 2011: Stock Code: 2528)

Date of Board Meeting

The board of directors (the “Board”) of Neo-China Land Group (Holdings) Limited (the “Company”) hereby announces that a meeting of the Board of the Company will be held on Monday, 23 August 2010 at 10:00 a.m. for the purpose of, among other matters, considering and approving the unaudited interim results of the Company for the six months ended 30 June 2010 and considering the payment of an interim dividend, if any.

By Order of the Board of
**NEO-CHINA LAND GROUP
(HOLDINGS) LIMITED**
Cai Yu Tian
Chairman

Hong Kong, 11 August 2010

As at the date hereof, the Board comprises Mr. Cai Yu Tian, Mr. Ni Jian Da, Mr. Qian Shi Zheng, Mr. Zhou Jun, Mr. Yang Biao, Mr. Chen An Min and Mr. Jia Bo Wei as executive Directors and Mr. Doo Wai-Hoi, William, J.P., Dr. Wong Ying Ho, Kennedy, BBS, J.P., Mr. Fan Ren Da, Anthony and Mr. Li Ka Fai, David as independent non-executive Directors.

** for identification only*