



PCD Stores (Group) Limited 中國春天百貨集團有限公司*

(Incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立之有限公司)
(Stock Code 股份代號 : 331)

NOTIFICATION LETTER 通知信函

20 September 2010

Dear Shareholder,

PCD Stores (Group) Limited (the "Company")
- notice of publication of 2010 Interim Report ("Current Corporate Communications")

The English and Chinese versions of the Company's Current Corporate Communications are available on the Company's website at www.pcds.com.cn and the HKExnews' website at www.hkexnews.hk. You may access the Current Corporate Communications by clicking "Investor Relations" on the home page of our website, then selecting "2010 Interim Report" under "Financial Reports" and viewing them require Adobe® Reader® or browsing through the HKExnews' website.

Shareholders may at any time choose to receive free of charge Corporate Communications^(Note) either in printed form, or read the website version, notwithstanding any wish to the contrary they have previously conveyed to the Company. If you want to receive printed version of the Current Corporate Communications, please complete the Request Form on the reverse side and send it to the Company c/o Computershare Hong Kong Investor Services Limited (the "Hong Kong Share Registrar"), using the mailing label at the bottom of the Request Form and need not to affix a stamp when returning (if posted in Hong Kong). Otherwise, please affix an appropriate stamp. The address of Hong Kong Share Registrar is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. The Request Form may also be downloaded from the Company's website at www.pcds.com.cn or the HKExnews' website at www.hkexnews.hk.

If you would like to change your choice of means of receipt of the Corporate Communications of the Company in future, please write or send email at pcd.ecom@computershare.com.hk to the Company c/o the Hong Kong Share Registrar. Even if you have chosen (or are deemed to have consented) to receive all future Corporate Communications via website version but for any reason you have difficulty in receiving or gaining access to those Corporate Communications, the Company will promptly upon your request send those Corporate Communications to you in printed form free of charge.

Should you have any queries relating to any of the above matters, please call the Company's telephone hotline at (852) 8120 7509 during business hours from 9:30 a.m. to 5:30 p.m. from Monday to Friday, excluding public holidays.

Yours faithfully,
PCD Stores (Group) Limited

*For identification purpose only

Note : Corporate Communications include but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位股東：

中國春天百貨集團有限公司* (「本公司」)
-2010 年中期報告 (「本次公司通訊文件」) 之發佈通知

本公司的本次公司通訊文件中、英文版本已上載於本公司網站(www.pcds.com.cn)及香港交易所披露易網站 (www.hkexnews.hk)，歡迎瀏覽。請在本公司網站主頁按「投資者關係」一項，再在「財務報表」項下選擇「二零一零年中期報告」並使用 Adobe® Reader® 開啓或在香港交易所披露易網站瀏覽有關文件。

儘管閣下早前曾向本公司作出公司通訊文件^(附註)收取方式的選擇，但仍可以隨時更改有關選擇，轉為以印刷本或網上方式收取，費用全免。如閣下欲收取本次公司通訊文件之印刷本，請閣下填妥在本函背面的申請表格，並使用申請表格下方的郵寄標籤寄回，而毋須貼上郵票（如在香港投寄）；否則，請貼上適當的郵票，申請表格請寄回香港中央證券登記有限公司（「香港證券登記處」），地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。申請表格亦可於本公司網站(www.pcds.com.cn)或香港交易所披露易網站 (www.hkexnews.hk) 內下載。

如閣下欲更改日後收取公司通訊文件之收取途徑之選擇，請以書面或以電郵方式 pcd.ecom@computershare.com.hk 經香港證券登記處送交到本公司。如閣下已選擇以網上方式收取日後公司通訊文件（或被視為已同意以網上方式收取）但因任何理由未能閱覽載於網站的公司通訊文件，閣下只要提出要求，我們將盡快向閣下寄上所要求的公司通訊文件的印刷版本，費用全免。

如對本函內容有任何疑問，請致電本公司電話熱線(852) 8120 7509，辦公時間為星期一至五（公眾假期除外）上午 9 時 30 分至下午 5 時 30 分。

中國春天百貨集團有限公司*
謹啓

2010 年 9 月 20 日

*僅供識別

附註 : 公司通訊文件包括但不限於:(a)董事會報告、年度財務報表連同核數師報告及如適用,財務摘要報告;(b)中期報告及如適用,中期摘要報告;(c)會議通告;(d)上市文件;(e)通函;及(f)委任代表表格。

00331/4

Request Form 申請表格

To: PCD Stores (Group) Limited (the "Company")
(Stock Code: 331)
c/o Computershare Hong Kong Investor Services Limited
(the "Hong Kong Share Registrar")
17M Floor,
Hopewell Centre, 183 Queen's Road East,
Wanchai, Hong Kong

致：中國春天百貨集團有限公司* (「公司」)
(股份代號：331)
經香港中央證券登記有限公司
(「香港證券登記處」)
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We have already chosen (or are deemed to have consented) to read the Corporate Communications (as defined in the notification letter on the reverse side) posted on the Company's website at www.pcds.com.cn or the website of HKExnews at www.hkexnews.hk and I/we would like to receive a printed version of the Current Corporate Communications now. Please send the same to the address provided as follows:

本人/我們已選擇(或被視為已同意)瀏覽公司網站(www.pcds.com.cn)或香港交易所披露易網站(www.hkexnews.hk)所登載之公司通訊文件(定義見背面之通知信函)，但現在希望收取本次公司通訊文件之印刷本。請郵寄至以下地址：

Name(s)[#]
姓名[#]

Date
日期

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Address[#]
地址[#]

Contact telephone number
聯絡電話號碼

Signature
簽名

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

You are required to fill in the details if you download this request form from the Company's Website.
假如你從公司網站下載本申請表格，請必須填上有關資料。

Notes:
附註：

- Please complete all your details clearly.
請閣下清楚填妥所有資料。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Request Form in order to be valid.
如屬聯名股東，則本申請表格須由該名於公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署，方為有效。
- Any form with no signature or otherwise incorrectly completed will be void.
如在本表格未有簽署或在其他方面填寫不正確，則本表格將會作廢。
- For the avoidance of doubt, we do not accept any other instructions given on this Request Form.
為免存疑，任何在本申請表格上的其他指示，本公司將不予處理。
- Please note that both printed English and Chinese versions of all the Corporate Communications of the Company (as defined in the notification letter on the reverse side) which we have sent to our shareholders in the past 12 months are available on request. They are also available on the Company's website for five years from the date of first publication.
公司備有於過去12個月曾寄發予股東的公司通訊文件(定義見背面之通知信函)的中、英文版印刷本。該等通訊文件亦由首次登載日期起計，持續5年載於公司網站上。

The Current Corporate Communications refer to the publication of the 2010 Interim Report of the Company.
本申請表格所提及之本次公司通訊文件指2010年中期報告。

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閣下寄回此申請表格時，請將郵寄標籤剪貼於信封上。

如在本港投寄母須貼上郵票。

Please cut the mailing label and stick this on the envelope
to return this Request Form to us.

No postage is necessary if posted in Hong Kong.

郵寄標籤 MAILING LABEL

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong