



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

Dear Investor ^(Note 1),

20 September 2010

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.

If you would like to receive the printed version of the Current Corporate Communications ^(Note 2), please complete the Request Form (which may also be downloaded from the websites mentioned above) on the reverse side and send it to the Company c/o Computershare Hong Kong Investor Services Limited (the "Hong Kong Share Registrar"), by post using the mailing label at the bottom of the Request Form (no stamp is needed if posted in Hong Kong). The address of Hong Kong Share Registrar is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. You may also send an email with a scanned copy of the completed Request Form to pcd.ecom@computershare.com.hk.

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 1: This letter is being sent to the non-registered holders of the shares of the Company, whose shares are held in Central Clearing and Settlement System (CCASS) and who have notified the Company through Hong Kong Securities Clearing Company Limited that they wish to receive the Corporate Communications. If you have sold or transferred your shares in the Company, please disregard this letter and the Request Form on its reverse side.

Note 2: 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.

致投資者 ^(附註 1) :

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。

如閣下欲收取公司通訊文件 ^(附註 2) 之印刷本，請閣下填妥在本函背面的申請表格(該表格亦可於上述網站下載)，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)；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。閣下亦可把已填妥之申請表格的掃描副本電郵到 pcd.ecom@computershare.com.hk。

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 1：本函收件對象為本公司非登記股份持有人。該等人士的股份存放於中央結算及交收系統(中央結算系統)並他們已經通過香港中央結算有限公司通知本公司，希望收到公司通訊文件。如果閣下已出售或轉讓所持有的本公司股份，則無需要理會本函件及其背面的申請表格。

附註 2：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。

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 would like to receive the **CURRENT & ALL FUTURE** Corporate Communications of the Company as indicated below:
本人/我們現在希望以下列方式收取本次及將來所有公司通訊文件:

(Please mark **ONLY ONE (X)** of the following boxes)
(請從下列選擇中, 僅在其中一個空格內劃上「X」號)

to receive a printed notification letter informing that the Corporation Communications have been published on the Company's website www.pcds.com.cn and read the Corporate Communications published on the Company's website ("Website Version") instead of receiving printed copies; **OR**
收取有關公司通訊文件已在本公司網站(www.pcds.com.cn)刊發之通知信函印刷本及在網上瀏覽公司通訊文件(「網上版本」), 以代替印刷本; 或

to receive **printed copies** of all Corporate Communications.
收取所有公司通訊文件之印刷本。

Name(s)[#]
姓名[#]

Date
日期

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

Address[#]
地址[#]

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

Contact telephone number
聯絡電話號碼

Signature
簽名

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。
- This Request Form is to be completed by the non-registered holders of the shares of the Company, whose shares are held in Central Clearing and Settlement System (CCASS) and who have notified the Company through Hong Kong Securities Clearing Company Limited that they wish to receive the Corporate Communications.
本申請表格應由本公司非登記股份持有人填寫。該等人士的股份存放於中央結算及交收系統(中央結算系統)並他們已經通過香港中央結算有限公司通知本公司, 希望收到公司通訊文件。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確, 則本表格將會作廢。
- The above instruction will apply to the **CURRENT & ALL FUTURE** Corporate Communications to be sent to you until you notify to the Company c/o Computershare Hong Kong Investor Services Limited to the contrary or unless you have at anytime ceased to have holdings in the Company.
上述指示適用於本次及將來發送予 閣下之所有公司通訊文件, 直至 閣下通知本公司之香港證券登記處香港中央證券登記有限公司另外之安排或任何時候停止持有本公司的股份。
- 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。

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。

* For identification purpose only 僅供識別

閣下寄回此申請表格時, 請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。
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