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PCD Stores (Group) Limited

中國春天百貨集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 331)

ANNOUNCEMENT

Closure of Register of Members

On 29 March 2011, the Board recommended a final dividend of RMB0.019 per share, subject to the approval of shareholders at the forthcoming annual general meeting to be held on Tuesday, 31 May 2011. If approved, the proposed final dividend will be paid on or about 10 June 2011 to shareholders whose names appear on the Register of Members of the Company on 28 May 2011. The Register of Members of the Company will be closed, for the purpose of determining shareholders' entitlement to the proposed final dividend, from Thursday, 26 May 2011 to Tuesday, 31 May 2011 (both days inclusive), during which period no transfer of shares will be registered. In order to qualify for the proposed final dividend, shareholders should ensure that all share transfers, accompanied by the relevant share certificates, are lodged with the Company's Share Registrar, Computershare Hong Kong Investor Services Limited, at Rooms 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, not later than 4:30 p.m. on Wednesday, 25 May 2011. Shares of the Company will be traded ex-dividend as from Tuesday, 24 May 2011.

By Order of the Board
PCD Stores (Group) Limited
Charlotte So
Company Secretary

Hong Kong, 27 April 2011

As at the date of this announcement, the Executive Directors of the Company are Mr. Alfred Chan, Mr. Edward Tan and Mr. Tony Lau; and the Independent Non-Executive Directors are Mr. Randolph Yu, Mr. Ainsley Tai and Mr. Li Chang Qing.

**for identification purpose only*