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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 DATE OF BOARD MEETING

The board of directors (the “Board”) of PCD Stores (Group) Limited (the “Company”) announces that a meeting of the Board will be held on Friday, 26 August 2011 at 9:00 a.m. for the purposes of, inter alia, approving the release of the interim results announcement of the Company and its subsidiaries for the six-months ended 30 June 2011 and recommending the payment of interim dividend, if any.

By Order of the Board
PCD Stores (Group) Limited
Chan, Kai Tai Alfred
Executive Director

Hong Kong, 1 August 2011

As at the date of this announcement, the executive directors of the Company are Mr. Chan Kai Tai Alfred and Mr. Tan Han Kiat Edward; the independent non-executive directors of the Company are Mr. Li Chang Qing, Mr. Ainsley Tai and Mr. Randolph Yu.

**for identification only*