

The Stock Exchange of Hong Kong Limited takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



NEO-CHINA LAND GROUP (HOLDINGS) LIMITED
中新地產集團（控股）有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 563)

APPOINTMENT OF EXECUTIVE DIRECTORS

Appointment of Executive Directors

The board of directors (the “Board”) of Neo-China Land Group (Holdings) Limited (the “Company”) is pleased to announce that the Board has appointed Mr. Jia Bo Wei, Mr. Lu Zhao Qun and Ms. Bao Jing Tao as executive directors of the Company with effect from 24 January 2008.

The Board is pleased to announce that the Board has appointed Mr. Jia Bo Wei, Mr. Lu Zhao Qun and Ms. Bao Jing Tao as executive directors of the Company with effect from 24 January 2008.

Mr. Jia Bo Wei, aged 41, has extensive experience in finance and management. Mr. Jia graduated from the monetary banking department of Xin Jiang Finance Institute and earned his post-graduate qualification in 2000. In 2003, he obtained a master degree in business administration from Guanghai Management School of Peking University. Mr. Jia has 21 years of working experience. Before joining the Company, he worked as the general manager and a director for Suntime International Vine Co., Ltd. (a trading company whose shares are listed as A shares in the Shanghai Stock Exchange). Mr. Jia is currently the vice-president of the Company and holds 10,000,000 share options of the Company. He is also the managing director of Shanghai Jiujiu Square Investment Development Limited, a subsidiary of the Company.

Mr. Lu Zhao Qun, aged 47, has over 10 years of experience in the management of PRC enterprises and a listed company. Mr. Lu holds a bachelor degree of arts from Qinghai Normal University and a master degree in senior executive business administration from Peking University. Mr. Lu is currently a director of Yardway Group Limited (a company whose shares are listed on The Stock Exchange of Hong Kong Limited) and is the general manager of Yardway Logistics Equipment (Zhuhai) Co., Ltd., a wholly-owned subsidiary of Yardway Group Limited.

Ms. Bao Jing Tao, aged 31, has extensive experience in accounting and financial management. She obtained her master degree in finance from South West University of Finance and Economics in 2001. Ms. Bao is currently the vice general financial manager of the Company and holds 1,000,000 share options of the Company.

There is no service contract entered into between the Company and any of Mr. Jia Bo Wei, Mr. Lu Zhao Qun and Ms. Bao Jing Tao. They have not been appointed for any specified term and are currently not entitled to any director's fee (subject to review by the remuneration committee of the Company). They will be subject to retirement and re-election at the next annual general meeting of the Company (thereafter retirement by rotation) pursuant to the bye-laws of the Company.

Save as disclosed in this announcement, the Board is not aware of any information which is required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rule and any other matters need to be brought to the attention of holders of the securities of the Company.

The Board would like to extend a warm welcome to Mr. Jia, Mr. Lu and Ms. Bao in joining the Company.

By Order of the Board of
Neo-China Land Group (Holdings) Limited
Li Song Xiao
Chairman

Hong Kong, 24 January 2008

As at the date of this announcement, Mr. Li Song Xiao, Mr. Liu Yi, Ms. Niu Xiao Rong, Mr. Yuan Kun, Ms. Liu Yan, Mr. Jia Bo Wei, Mr. Lu Zhao Qun and Ms. Bao Jing Tao are the executive Directors and Ms. Nie Mei Sheng, Mr. Zhang Qing Lin and Mr. Gao Ling are independent non-executive Directors.