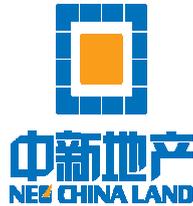


The Hong Kong Exchanges and Clearing Limited and the Stock Exchange of Hong Kong Limited take no responsibility for the contents of this Announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this Announcement.



NEO-CHINA LAND GROUP (HOLDINGS) LIMITED
(formerly known as NEO-CHINA GROUP (HOLDINGS) LIMITED)
中新地產集團(控股)有限公司*
(Incorporated in Bermuda with limited liability)
(Shares : Stock Code: 563. Convertible bonds due 2011: Stock Code: 2528)

APPOINTMENT OF AUTHORIZED REPRESENTATIVE

The board of directors (the “**Board**”) of Neo-China Land Group (Holdings) Limited (“**Company**”) announces that Mr. Lam Kwan Sing (“**Mr. Lam**”) has been appointed as the authorized representative of the Company in addition to Mr. Szeto Chak Wah (“**Mr. Szeto**”) pursuant to Rule 3.05 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (“**Listing Rules**”) with effect from 20 May 2009. Accordingly, the current authorized representatives of the Company appointed pursuant to Rule 3.05 of the Listing Rules are Mr. Szeto and Mr. Lam.

By Order of the Board of
Neo-China Land Group (Holdings) Limited
LI SONG XIAO
Chairman

Hong Kong, 20 May 2009

At the date of this announcement, the directors of the Company are:

Executive Directors

Mr. Li Song Xiao (*Chairman*)

Mr. Liu Yi

Ms. Niu Xiao Rong

Mr. Yuan Kun

Ms. Liu Yan

Mr. Jia Bo Wei

Ms. Bao Jing Tao

Mr. Lam Kwan Sing

Non-Executive Director

Mr. Lai Leong (*Vice chairman*)

Independent Non-Executive Directors

Ms. Nie Mei Sheng

Mr. Gao Ling

Mr. Zhang Qing Lin

** For identification only*