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上海實業城市開發集團有限公司
SHANGHAI INDUSTRIAL URBAN DEVELOPMENT GROUP LIMITED

(formerly known as NEO-CHINA LAND GROUP (HOLDINGS) LIMITED)

(Incorporated in Bermuda with limited liability)

(Shares – Stock Code: 563; Convertible bonds due 2011 – Stock Code: 2528)

Date of Board Meeting

The board of directors (the “Board”) of Shanghai Industrial Urban Development Group Limited (the “Company”) hereby announces that a meeting of the Board of the Company will be held on Friday, 18 March 2011 for the purpose of, among other matters, considering and approving the final results of the Company for the year ended 31 December 2010 and the recommendation of a final dividend, if any.

By Order of the Board of Directors
Shanghai Industrial Urban Development Group Limited
Cai Yu Tian
Chairman

Hong Kong, 8 March 2011

As at the date hereof, the Board comprises Mr. Cai Yu Tian, Mr. Ni Jian Da, Mr. Qian Shi Zheng, Mr. Zhou Jun, Mr. Yang Biao, Mr. Chen An Min and Mr. Jia Bo Wei as executive Directors and Mr. Doo Wai-Hoi, William, J.P., Dr. Wong Ying Ho, Kennedy, BBS, J.P., Mr. Fan Ren Da, Anthony and Mr. Li Ka Fai, David as independent non-executive Directors.