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CHINA MENGNIU DAIRY COMPANY LIMITED

中國蒙牛乳業有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2319)

DATE OF BOARD MEETING

The board of directors (the “Board”) of China Mengniu Dairy Company Limited (the “Company”) announces that a meeting of the Board will be held on Tuesday, 27 March 2012 for the purposes of, among other matters, approving the announcement of the annual results of the Company and its subsidiaries for the year ended 31 December 2011 for publication and considering the payment of a final dividend, if applicable.

By order of the Board

China Mengniu Dairy Company Limited

Kwok Wai Cheong, Chris

Company Secretary

Hong Kong, 14 March 2012

As at the date of this announcement, the Board comprises: Mr. Yang Wenjun, Mr. Bai Ying, Mr. Wu Jingshui and Mr. Ding Sheng as executive directors, Mr. Ning Gaoning, Mr. Jiao Shuge (alias Jiao Zhen), Mr. Niu Gensheng, Mr. Yu Xubo, Mr. Julian Juul Wolhardt, Mr. Ma Jianping, Mr. Fang Fenglei and Mr. Ma Wangjun as non-executive directors, Mr. Liu Fuchun, Mr. Zhang Xiaoya and Mr. Xie Tao as independent non-executive directors.

** For identification purpose only*