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

(formerly known as Neo-China Group (Holdings) Limited 中新集團（控股）有限公司\*)

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 563)**

**CHANGE OF COMPANY NAME**  
**AND**  
**CHANGE OF STOCK SHORT NAME**

At the special general meeting of the Company held on 17th October, 2007, a special resolution was passed by shareholders to approve the change of name of the Company from “Neo-China Group (Holdings) Limited” to “Neo-China Land Group (Holdings) Limited 中新地產集團（控股）有限公司”, subject to the approval of the Registrar of Companies in Bermuda. The certificate of change of name dated 22nd October, 2007 has been issued by the Registrar of Companies in Bermuda which approved the change of name on 18th October, 2007. The Registrar of Companies in Hong Kong has also issued the Certificate of Registration of Change of Name of Oversea Company dated 6th November, 2007.

The English stock short name of the Company will be changed from “NEO-CHINA GROUP” to “NEO-CHINA LAND” whereas the Chinese stock short name of the Company will be changed from “中新集團” to “中新地產集團” with effect from 10th December, 2007. There will be no change to the English and Chinese stock short name of the convertible bonds of the Company (Stock code: 2528).

\* For identification purposes only

Shareholders may obtain certificates bearing the new name of the Company within the one month period from 9th November, 2007 to 8th December, 2007 (both dates inclusive) by submitting their existing share certificates to the Company's branch share registrar, Tricor Secretaries Ltd. at 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong. New certificates will be issued at the expense of the Company.

Reference is made to the announcement of Neo-China Land Group (Holdings) Limited 中新地產集團(控股)有限公司 (the "Company") (formerly known as Neo-China Group (Holdings) Limited) dated 13th September, 2007 and a circular dated 24th September, 2007 ("Circular") in relation to, amongst other things, the Change of Company Name. Terms defined in the Circular have the same meanings when used herein.

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The Change of Company Name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the former name of the Company will continue to be evidence of title to the shares in the Company and continue to be valid for trading, settlement, delivery and registration for shares in the new name of the Company.

*As at the date of this announcement, Mr. Li Song Xiao, Mr. Liu Yi, Ms. Niu Xiao Rong, Mr. Yuan Kun and Ms. Liu Yan are the executive Directors and Ms. Nie Mei Sheng, Mr. Zhang Qing Lin and Mr. Gao Ling are independent non-executive Directors.*

By Order of the Board of  
**Neo-China Land Group (Holdings) Limited**  
中新地產集團(控股)有限公司  
**Li Song Xiao**  
*Chairman*

Hong Kong, 9th November, 2007