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Sam Woo Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 2322)

NOTICE OF BOARD MEETING

The board of directors (the “Board”) of Sam Woo Holdings Limited (the “Company”) hereby announces that a meeting of the Board of the Company will be held at Room 5803, 58/F., Central Plaza, 18 Harbour Road, Wanchai, Hong Kong on Monday, 14 November 2011 for the purpose of, among other matters, approving the unaudited interim results of the Company and its subsidiaries for the six months ended 30 September 2011 and recommendation of interim dividend (if any).

By order of the Board
Sam Woo Holdings Limited
Zheng Juhua
Chairman

Hong Kong, 1 November 2011

As at the date of this announcement, the executive directors are Ms. Zheng Juhua, Mr. Chan Chi Yuen and Mr. Chen Shaohua; the independent non-executive directors are Mr. Man Kwok Leung, Mr. Yu Pak Yan, Peter and Mr. Chi Chi Hung, Kenneth.