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(Incorporated in the Cayman Islands with limited liability)

(HKSE Stock Code: 95)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of New Heritage Holdings Ltd. (the “**Company**”) announces that a meeting of the Board will be held on Tuesday, 16 August 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 June 2011.

If a black rainstorm warning or a tropical cyclone warning signal number 8 or above is hoisted or remains hoisted at 8:00 a.m. on 16 August 2011, the above-mentioned Board meeting will not be held on that day but will be postponed to the same time and place on the next business day.

By order of the Board
New Heritage Holdings Ltd.
TAO Richard
Vice Chairman

Hong Kong, 3 August 2011

As at the date of this announcement, the Board comprises Mr. TAOCHAIFU Choofuang (Chairman), Mr. TAO Richard (Vice Chairman), Mr. TAO Paul (Managing Director), Mr. KONG Mui Sum Lawrence and Mr. YIM Chun Leung as executive directors and Mr. CHAN Bernard Charnwut as non-executive director and Mr. WONG Gary Ka Wai, Mr. SUN Leland Li Hsun and Mr. CHAN Norman Enrique as independent non-executive directors.