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TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED

謝瑞麟珠寶(國際)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 417)

DATE OF BOARD MEETING

The Board of directors (the “Board”) of Tse Sui Luen Jewellery (International) Limited (the “Company”) hereby announces that a meeting of the Board will be held at the Second Floor, Block B, Summit Building, 30 Man Yue Street, Hunghom, Kowloon, Hong Kong on Tuesday, 31 May 2011 at 9:30 a.m., for the purposes of, among other matters, considering and approving the annual results of the Company and its subsidiaries for the year ended 28 February 2011 and its publication, and considering the recommendation on the payment of a final dividend, if applicable.

By order of the Board
Tse Sui Luen Jewellery (International) Limited
LAI Tsz Mo, Lawrence
Company Secretary

Hong Kong, 19 May 2011

At the date of this announcement, the Board comprises:

Executive Directors:

Ms. YAU On Yee, Annie
Mr. Erwin Steve HUANG
Mr. CHEUNG Tse Kin, Michael
Mr. LAI Tsz Mo, Lawrence

Independent Non-executive Directors:

Mr. CHUI Chi Yun, Robert
Mr. HENG Ching Kuen, Franklin
Mr. CHAN Yue Kwong, Michael

* *For identification purpose only*