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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

Announcement

Resignation of Executive Director

The Board of Directors (the “Board”) of Swire Pacific Limited (the “Company”) announces that Mr. CHEN Nan Lok Philip has resigned as an Executive Director of the Company with effect from 1st July 2010.

Mr. Chen has confirmed that he is not aware of any matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company. He has also confirmed that his resignation is due to his decision to pursue his personal interests and that he is not aware of any disagreement with the Board.

The Board would like to express its appreciation to Mr. Chen for his long and dedicated service to the Swire group, and in particular for the quality of his contributions and counsel as a member of the Board during the five years since his appointment as a Director of the Company on 13th May 2005, and offers its best wishes to him.

The Directors of Swire Pacific as at the date of this announcement are:

Executive Directors: C.D. Pratt (Chairman), P.N.L. Chen, M. Cubbon, P.A. Kilgour, J.R. Slosar and A.N. Tyler;

Non-Executive Directors: Baroness Dunn, J.W.J. Hughes-Hallett, P.A. Johansen and M.B. Swire; and

Independent Non-Executive Directors: T.G. Freshwater, C.K.M. Kwok, C. Lee, M. Leung, M.C.C. Sze and M.M.T. Yang.

By Order of the Board
Swire Pacific Limited
David Fu
Company Secretary

Hong Kong, 19th April 2010