

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

Sale of Crown Can Interests

Subsidiaries of the Company have agreed to sell the Crown Can Interests for a total consideration of US\$150 million (equivalent to approximately HK\$1,170 million).

This announcement is made under paragraph 13.09 of the Listing Rules.

Agreements

On 7th September 2010, the following agreements were entered into:

- (1) agreement for the purchase by CPHK and the sale by Swire Industrial of all the shares in CBCHK held by Swire Industrial and for the assumption by CPHK of a shareholders loan owed by CBCHK to Swire Industrial; and
- (2) agreement for the purchase by CPHK and the sale by Banyan of all the shares in CSIC held by Banyan.

The consideration payable under the Agreements for the Crown Can Interests is an aggregate of US\$150 million (equivalent to approximately HK\$1,170 million) and is payable in cash on completion of the Agreements. The consideration will be used for general working capital purposes.

The net book value of the Crown Can Interests at 30th June 2010 was HK\$372 million. The Company will realise a profit on disposal of approximately HK\$797 million.

Completion of the Agreements is expected to take place on or shortly after 15th September 2010. Following completion of the Agreements, the Company will cease to have any interests in companies owned by Crown Holdings, Inc.

The Crown Can Interests are the Company's interests in joint ventures with Crown Holdings, Inc. for the manufacture of aluminium beverage cans in Mainland China and Vietnam.

The Company confirms that, to the best of the Directors' knowledge, information and belief having made all reasonable enquiries, CPHK and its ultimate beneficial owner are not connected persons (as defined in the Listing Rules) of the Company. In addition, the sale of the Crown Can Interests does not constitute a notifiable transaction for the Company under Chapter 14 of the Listing Rules.

Definitions

“Agreements”	The First Agreement and the Second Agreement.
“Banyan”	Banyan Limited, a wholly-owned subsidiary of the Company.
“CBCHK”	CROWN Beverage Cans Hong Kong Limited.
“CPHK”	Crown Packaging Investment (H.K.) Limited, a wholly-owned subsidiary of Crown Holdings, Inc.
“Company” or “Swire Pacific”	Swire Pacific Limited, an investment holding company incorporated in Hong Kong and listed on the Stock Exchange, the subsidiaries, associated companies and jointly controlled entities of which are engaged in property, aviation, beverages, marine services and trading and industrial businesses.
“Crown Can Interests”	All the shares in CBCHK held by Swire Industrial, a shareholder's loan owed by CBCHK to Swire Industrial and all the shares in CSIC held by Banyan.
“CSIC”	Crown Swire Investment Company Limited.
“Directors”	The directors of the Company.
“First Agreement”	The agreement referred to under the heading “Agreements” in this announcement and numbered (1) under that heading.
“Listing Rules”	The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.
“Second Agreement”	The agreement referred to under the heading “Agreements” in this announcement and numbered (2) under that heading.
“Stock Exchange”	The Stock Exchange of Hong Kong Limited.
“Swire Industrial”	Swire Industrial Limited, a wholly-owned subsidiary of the Company.



At the date of this announcement, the directors of Swire Pacific are:

Executive Directors: C.D. Pratt (Chairman), M. Cubbon, P.A. Kilgour, I.S.C. Shiu, 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, 7th September 2010