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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

DATE OF BOARD MEETING

This is to announce that a meeting of the Board of Directors of Swire Pacific Limited (the “Company”) will be held at 11:00 a.m. on Thursday, 10th March 2011 at the registered office of the Company, for the purpose of, among other matters, announcing the final results for the year ended 31st December 2010 and considering the payment of final dividends for 2010.

In accordance with Rule A.3 of Appendix 10 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, the Directors of the Company are not allowed to deal in the securities of the Company from 9th January 2011 to 10th March 2011 (both days inclusive).

As at the date of this announcement, the Directors of the Company 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, 21st September 2010