



東方明珠創業有限公司*
Pearl Oriental Innovation Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 632)

NOTIFICATION OF BOARD MEETING

The board of directors (the “Board”) of Pearl Oriental Innovation Limited* (the “Company”) announces that a meeting of the Board will be held on Friday, 25 September 2009 at 4:00 p.m. to approve, among other matters, the interim results of the Company and its subsidiaries and to determine the interim dividend (if any) for the six months ended 30 June 2009.

By Order of the Board
Pearl Oriental Innovation Limited*
Cheung Kwok Yu
Executive Director and Company Secretary

Hong Kong, 15 September 2009

As at the date hereof, the Board comprises five executive Directors, namely Mr. Wong Yuk Kwan (alias: Wong Kwan), Mr. Cheung Kwok Yu, Mr. Zhou Li Yang, Mr. Zheng Yingsheng and Mr. Johnny Yuen; and three independent non-executive Directors, namely Mr. Dong Zhixiong, Mr. Fung Hing Chiu, Cyril, and Mr. Lam Ka Wai, Graham.

* *For identification purposes only*